

# Alcohol Advertising Rules and Standards

## Washington State has alcohol advertising rules\*:

Alcohol advertising shall NOT:

- Depict anyone under age 21 consuming alcohol
- Suggest the presence of a child or appeal to a child or teen
- Mislead the consumer
- Imply that alcohol enhances athletic prowess or refer to any known athlete
- Promote over-consumption
- Imply that alcohol has curative or therapeutic effects

Alcohol advertising can NOT:

- Be placed near schools, churches, playfields, etc.
- Appear in K-12 school publications or on school radio/television stations

## The alcohol industry has advertising standards, for example:

From the Beer Institute's *Advertising and Marketing Code* ([www.beerinstitute.org](http://www.beerinstitute.org)), beer ads:

- Should not portray, encourage, or condone drunk driving
- Should not depict situations where beer is being consumed rapidly, excessively, involuntarily, as part of a drinking game, or as a result of a dare
- Shall be located at least 500 linear feet from identified elementary or secondary schools, places of worship, or public playgrounds.

From the DISCUS (Distilled Spirits Council of the United States) *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing* ([www.distilledspirits.org](http://www.distilledspirits.org)), beverage alcohol ads:

- Should not contain the name of or depict Santa Claus
- Should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age
- Should not use brand identification, including logos, trademarks or names on clothing, toys, games, or game equipment, or other items intended for use primarily by persons below the legal purchase age.

See also the Wine Institute of California *Code of Advertising Standards* at [www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details](http://www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details). (Note: non-California wine producers may choose to follow these or similar rules.)

\* Washington Administrative Code 314-52 located at <http://www1.leg.wa.gov/legislature>

# Alcohol Advertising Violations

## How do I report an alcohol advertising violation to the state?

Call the Liquor Control Board hotline at 1-888-838-3956 or visit [www.liq.wa.gov/enforcement/report\\_violation.aspx](http://www.liq.wa.gov/enforcement/report_violation.aspx)

The Liquor Control Board will ask for the following information:

1. Name and address of the business or location where a potential violation has occurred.
2. Your name, address and phone number. You may make an anonymous complaint, however, if you want to know the results of their investigation, you'll need to give them contact information.
3. Description of the advertisement at issue.  
*Example:* A billboard showing young people drinking beer is located at 5th and Main which is within a block of the high school. Students walk by it every day and school buses pass by when approaching the school.

## How do I complain directly to the alcohol industry about an ad?

Beer ads, contact the Beer Institute:

Phone: 1-800-379-2739 or  
Write: Beer Institute  
122 C Street, NW, Suite 350  
Washington, D.C. 20001-2150

Tequila, vodka, scotch, etc. ads, contact Lynne Omlie:

Phone: 202-682-8824 or  
Email: [lomlie@discus.org](mailto:lomlie@discus.org) or  
Write: Distilled Spirits Council of the United States (DISCUS)  
1250 Eye Street, NW, Suite 400  
Washington, DC 20005

The Wine Institute of California has a Code of Advertising Standards at [www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details](http://www.wineinstitute.org/initiatives/issuesandpolicy/adcode/details).

In any case, you can contact the manufacturer directly regarding your concern.



**Washington State Coalition  
To Reduce Underage Drinking**

[www.StartTalkingNow.org](http://www.StartTalkingNow.org)