

# **The CBA Code of Advertising and Marketing of Alcoholic Beverages**

## **“CAMBA”**

### **PREAMBLE**

The Caribbean Breweries Association (CBA) is an international association representing producers and marketers of brewed products in the Caribbean.

The consumption of alcoholic beverages has played an important cultural and social role in the traditions of both ancient and modern society. The producers and marketers of alcoholic beverages take special pride in their products and their commitment to promoting responsible consumption. Their products, when responsibly consumed, are compatible with a balanced and healthy lifestyle and are enjoyed in a responsible way by a vast majority of consumers.

It is recognised that excessive and irresponsible consumption of alcoholic beverages may have personal, social or health consequences.

Therefore CBA members remain committed to combating alcohol abuse at all levels of society and particularly among young people. CBA members hereby declare their wish to work with each other and in harmony with government, its agencies and other interested organisations in efforts to promote responsible use of alcoholic beverages.

To this end, the CBA members adopt this Code of Good Practice as a set of guidelines for all those involved in the marketing of our brands, concerning the placement and content of advertising materials in order (1) to ensure responsible, tasteful, and dignified advertising and marketing of alcoholic beverages to adult consumers who choose to drink and (2) to avoid targeting advertising and marketing of alcoholic beverages to individuals below the legal purchase age.

### **Scope of the Code**

The producers and marketers of alcoholic beverages undertake to promote responsible decision-making regarding drinking of alcoholic beverages by adults, and to discourage alcohol abuse. The alcoholic beverage industry urges that adults who choose to drink, do so responsibly. CBA member producers and marketers hereby voluntarily pledge to conduct their advertising and marketing practices in the Caribbean in accordance with the provisions of the law and with this sectoral Code on Advertising and Marketing of Beverage Alcohol (CAMBA).

The provisions of the CAMBA apply to every type of print and electronic media, including the Internet and any other on-line communications, used to advertise or market alcoholic beverages.

CBA members agree to observe the spirit as well as the letter of CAMBA. Questions about the interpretation of the Code, member companies' compliance with the CAMBA, and the application of its provisions shall be directed to the Code Review Board of CBA.

# The CAMBA Code

## UNDERAGE PERSONS

- 1 Marketing & advertising activities should not be targeted at persons under the legal purchase age for alcoholic beverages either through selection of media aimed at such persons nor through style of presentation or content of the advertisement.
- 2 Sampling (including tasting) is only permitted at licensed or private premises, trade fairs or other occasions in accordance with local traditions. No sampling should be offered to persons below the legal drinking age.
3. Alcoholic beverage advertising should not be placed on any outdoor stationary location within two hundred (200) metres of an established place of worship or an elementary school or secondary school except on a licensed premise.
4. Alcoholic beverage advertising and marketing materials should not depict a child or portray objects, images, or cartoon figures that are popular predominantly with children.
5. People shown drinking in advertisements must be over the age of 21 and must not look as if they are under the legal purchasing age for alcohol beverages.
6. Brewers' web sites should contain a reminder of the legal purchase age on such web pages as the home page, access sites for the purchase of alcoholic beverages or brand-logged consumer merchandise, and access sites depicting consumption of beverage alcohol, for example, a "virtual bar."
7. To enable parents who choose to prevent their children from accessing Internet web sites without their supervision, CBA will provide those parents and the manufacturers of parental control software upon request with the web site address of each member company so that the parent or manufacturer can use this information.

## MISUSE

8. Alcoholic beverages advertising and marketing materials should portray alcoholic beverages and consumers in a responsible manner. These materials should not show alcoholic beverages product being consumed with abuse or irresponsibly.
9. On-premise promotions sponsored by the beverage alcohol industry should encourage responsible consumption by those adults who choose to drink and discourage activities that reward excessive/abusive consumption.
10. Marketing & advertising activities should not present abstinence in a negative way or imply that it is wrong or foolish to refuse a drink.
11. Alcoholic beverages advertising and marketing materials should not promote the disinhibiting effects of alcoholic beverages consumption.
12. Marketing & advertising activities should not appear to condone or encourage excessive or irresponsible drinking or promote or refer in any favourable manner to the effects of abuse.

13. Marketing & advertising activities should not suggest any association with violent or anti-social imagery or behaviour, or with drug culture or illegal drugs.

## **MEDICAL ASPECTS**

14. Marketing & advertising activities should not claim any medicinal or therapeutic value of the product except as permitted by law.

## **SOCIAL/SEXUAL ASPECTS**

15. Marketing & advertising activities should not give the impression that social acceptance or sexual success can be better achieved through the consumption of alcoholic beverages. A brand preference may, however, be promoted as a mark of the drinker's good taste and discernment.

## **DANGEROUS SITUATION**

15. Marketing & advertising activities should not depict situations or locations where drinking alcohol would be unwise or unsafe. In particular, no marketing communication should imply that the consumption of alcohol is acceptable before or whilst operating machinery or undertaking any other occupation that requires concentration in order to be carried out safely.

## **DRIVING**

16. Alcoholic beverages advertising and marketing materials should not portray, encourage, or condone consumption in combination with the act of driving mechanically propelled vehicles of any kind.

## **ALCOHOL CONTENT**

17. Marketing & advertising activities should not place undue emphasis on high alcohol content as major basis of appeal to the consumer. Factual information may be given about the alcoholic strength of a drink, where law permits this, but this should not be the dominant theme of any advertisement.

## **GOOD TASTE**

19. Marketing & advertising activities should not contain any image, symbol or figure which is likely to be considered gratuitously offensive or demeaning to any race, religion, culture or minority group.

## **CODE REVIEW BOARD**

There shall be established and maintained a Code Review Board, which shall meet when necessary to consider complaints lodged by CBA members or other interested parties.