



## Alcohol Advertising and Retailers

With effect from February 1st 2012 any supermarket advertiser whose copy receives a Full alcohol restriction from RTÉ copy clearance, will automatically lose 5 points of discount from their deal discount.

Advertisements are considered Full Alcohol unless a majority of the products being promoted are non-alcohol. For example, a retail advertisement which includes offers on three products can only be regarded as a part - alcohol advertisement if two of the products are non alcoholic. A four product promotion would require that three of the products are non alcoholic in order to avoid additional time and station restrictions applicable to branded alcohol advertising.

It is important to note that in addition to the number of different products being promoted if there is excessive emphasis on the alcohol element or a disproportionate amount of alcohol featuring within the advertisement then full alcohol restrictions would apply.

Full alcohol restrictions are the same restrictions that apply to a branded alcohol advertisement.