[LT] New Regulation of Alcohol Advertising

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On 16 March 2000 amendments to the Alkoholio Kontroljis Estatymo (Statute on Alcohol Control) of 18 April 1995 entered into force. The amendments impose a total ban on the advertising of alcohol during television and radio programmes intended for children and teenagers. The changes are in response to the requirements of the "Television Without Frontiers" Directive. Other (generally permissible) advertising may not link the use of alcohol to driving, improvement of physical well-being, mental activity, personal problem solving, social well-being and increased sexual activity. It may not emphasise stimulating, sedative or other beneficial characteristics of alcohol and it should not use prominent public figures, their image or name to promote alcohol.

The amendments introduce transmission time restrictions for alcohol advertising on national television and radio (from 3 p.m. until 10 p.m. on weekends, from 8 a.m. until 10 p.m. on weekdays) except for advertising beer and wine with an alcohol content not exceeding 15 per cent. The Statute now prohibits any alcohol advertising aimed at persons below the age of 18, advertising at various public, cultural, educational and health care institutions, at petrol stations and transport facilities. In addition, alcohol advertising should not be put on postcards, envelopes etc. The Ministry of Healthcare should establish the form, content and place of the text warning of the harmful effects of alcohol on health. This must appear in the alcohol advertising.

Alkoholio Kontroljis Estatymo, 1995, #44-1073

http://www3.lrs.lt/c-bin/eng/preps2?Condition1=101593&Condition2=alcohol

Law On Alcohol Control of the Republic of Lithuania, 1995, #44-1073 (as amended in 2000)

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