[RU] Beer Advertising Restricted

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On 20 August 2004 President Putin signed the Statute amending the Statute On Advertising of 18 July 1995. The new Statute, adopted earlier by the State Duma, entered into legal force 10 days after the date of its publication.

The new Statute imposes a number of restrictions on advertising of beer and beer-based products. The Statute regulates both the content and rules of placement of beer and beer-based product advertisements in the mass media. Such advertisements shall not contain information assuring viewers that the drinking of these beverages is harmless and (or) healthy, thirst-quenching, important for the achievement of social, physical, or personal success. The Statute bans the use of images of people and animals in the advertising of beer and beer-based products. This last provision shall enter into legal force on 1 January 2005.

It shall not be permitted to broadcast television commercials promoting these beverages from 7 a.m. to 10 p.m. Mass media targeting special audiences, namely, minors, those focused on educational, environmental and medical issues shall not be allowed to carry such advertising.

Advertisements of beer and such products shall go be accompanied by the warning about possible health damage which may be caused by drinking. The warning shall take not less than 10 per cent of the time of any TV commercial promoting beer and beer-based products.

Federal Statute On amending Article 16 of the Federal Statute "On Advertising", Official Journal of 25 August 2004, N 3558

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