# [DE] Code of Conduct on Commercial Communication for Foods and Beverages

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The Deutsche Werberat (German Advertising Standards Council) has published a code of conduct on commercial communication for foods and beverages.

The aims of this voluntary self-monitoring initiative are to ensure compliance with legal requirements and to promote competition. The code of conduct includes so-called general principles, such as the protection of consumers in their confidence in the quality of foods and beverages, the ban on advertising messages that counteract a balanced and active lifestyle and diet, or that encourage unbalanced or excessive consumption. The code also contains specific provisions for advertising aimed at children, such as the need to take into account the inexperience and particularly trusting nature of children, and to avoid direct invitations to purchase and consume, as well as the suggestion that certain foods and beverages are indispensable.

The code of conduct entered into force on 1 July 2009.

***Verhaltensregeln des Deutschen Werberats über die kommerzielle Kommunikation für Lebensmittel, Fassung vom Juli 2009***

http://www.zaw.de/doc/DW_Flyer_Lebensmittel.pdf

*Code of Conduct of the German Advertising Standards Council on commercial communication for foods and beverages, July 2009 version*

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