



Advertising/Marketing Code and Buying Guidelines

Updated September 2023





Introduction

Beer is a legal beverage meant to be consumed responsibly by adults of legal drinking age. Its origins are ancient, and it has been respected in nearly every culture and society since the dawn of recorded history.

In the United States, beer is a mature product category with broad cultural acceptance and a history of memorable and distinctive advertising that, because of its humor and creativity, has long been a favorite among American adult consumers. Advertising and marketing materials are efforts by Brewers to inform legal drinking-age adult consumers of the particular styles and attributes of numerous beers and other malt beverages that are available. Brewer advertising and marketing materials also foster competition, persuade adult beer consumers to try particular brands and maintain customer loyalty.

Brewers should employ the perspective of the reasonable adult consumer of legal drinking age in advertising and marketing their products, and should be guided by the following basic principles, which have long been reflected in the policies of the brewing industry and continue to underlie this Code:

- Beer advertising should not suggest directly or indirectly that any of the laws applicable to the sale and consumption of beer should not be complied with.
- Brewers should adhere to contemporary standards of good taste applicable to all commercial advertising and consistent with the medium or context in which the advertising appears.
- Advertising themes, creative aspects, and placements should reflect the fact that Brewers are responsible corporate citizens.
- Brewers strongly oppose abuse or inappropriate consumption of their products.

The term “beer” as used in this Code covers all types of malt beverages, including but not limited to beers and flavored malt beverages, as well as various specialty products containing alcohol such as hard cider.

The production, distribution, and sale of beer in the United States are subject to extensive laws and regulations, enforced by federal, state, and local governments. Federal and state laws establish a three-tiered distribution system for beer. The first tier is composed of beer manufacturers and importers, which are referenced throughout this Code as “Brewers.” The second tier is made up of wholesale distributors, and the third tier includes a wide range of licensed retail outlets, at which beer is sold to consumers. Companies in each tier of this distribution system are required by law to maintain their commercial independence. The Beer Institute encourages all with whom Brewers do business to adhere to the law, as well as this voluntary Advertising and Marketing Code.



Advertising/Marketing Code

Guidelines

1. These guidelines apply to all beer-branded advertising and marketing materials created by or under the control of a Brewer. In applying these guidelines, creative elements are to be considered in the overall context of the advertisement or marketing materials. Humor, parody, satire, and all other advertising themes and devices should be readily identifiable as such by reasonable adult consumers of legal drinking age.

These guidelines do not apply to educational materials, messages of a non-brand specific nature, or materials or messages designed specifically to address issues of alcohol awareness, abuse, drunk driving, underage drinking, or over-consumption.

2. Beer advertising and marketing materials should portray beer in a responsible manner:
 - a. Beer advertising and marketing materials should not portray, encourage, or condone drunk driving.
 - b. Although beer advertising and marketing materials may show beer being consumed (where permitted by media standards), advertising and marketing materials should not depict situations where beer is being consumed rapidly, excessively, involuntarily, as part of a drinking game, or because of a dare.
 - c. Beer advertising and marketing materials should not portray persons lacking control over their behavior, movement, or speech because of consuming beer or in any way suggest that such conduct is acceptable.
 - d. Beer advertising and marketing materials should not portray or imply illegal activity of any kind by an individual before, during, or after the individual consumes, purchases, or is served beer unless the portrayal or implication of illegal activity is a basic element or feature of a parody or spoof and is readily identifiable as such.
 - e. Beer advertising and marketing materials should not portray beer drinking before or during activities, which, for safety reasons, require a high degree of alertness or coordination.
 - f. Retail outlets where beer is served or sold portrayed in advertising should not be depicted as unkempt or unmanaged.
3. Brewers are committed to the policy and practice of responsible advertising and marketing. As a part of this philosophy, beer advertising and marketing materials are intended for adult consumers of legal drinking age. Advertising or marketing materials should avoid elements that appeal primarily to people below the legal drinking age. Advertising and marketing materials appeal primarily to persons below the legal drinking age if they have special attractiveness to such persons beyond their general attractiveness for persons of legal drinking age. For the avoidance of doubt, an element has “primary appeal” if it appeals to more underage persons than persons of legal drinking age.
 - a. In considering whether beer advertising and marketing materials appeal primarily to persons below the legal drinking age, Brewers should consider all elements of the advertising and marketing materials, including but not limited to the following:
 - Symbols
 - Language
 - Music
 - Gestures
 - Public figures
 - Cartoon characters
 - Groups or organizations
 - b. Beer advertising and marketing materials should not depict Santa Claus.



- c. Beer advertising and marketing materials will meet the following criteria:
 - i. Placements in magazines, newspapers, on television, radio, Digital Media, and through Social Media Influencers may only be made where the audience for the placement is expected to be at least 73.8% adults of legal drinking age. A placement will comply with this standard if the audience composition data, reviewed before the placement, meets, or exceeds the above percentage.
 - ii. A Brewer will take reasonable steps to restrict access to those users who have confirmed they are of legal drinking age on all Brewer-owned or controlled websites, branded social media channels, and other Digital Media, including downloadable content. Confirmation may vary depending upon available technology but includes either: 1) disclosure of a user's full birth date or other method of active confirmation (i.e., age-gating) before viewing an advertisement by or communicating with a Brewer; or 2) restriction of the site to users of legal drinking age through registration.
 - iii. In addition to confirming that users are of legal drinking age, where practicable, a Brewer will post reminders at appropriate locations on all Brewer-owned or controlled websites, branded social media channels, and other Digital Media, including downloadable content, that the Brewer's products are intended only for those of legal purchase age. Content that can be shared with others directly from the Brewer's website or a Brewer-controlled third-party Digital Media site will also include a reminder that such content should not be shared with persons below the legal drinking age.
 - iv. A Brewer will require Social Media Influencers posting beer-branded content on social media platforms to implement age-gating measures, if available on such platforms, to restrict persons below the legal drinking age from accessing that beer-branded marketing and advertising. A brewer will also require Social Media Influencers to comply with the content-related guidelines of this Code.
 - v. "Digital Media" means all digital media programming, including but not limited to internet sites, mobile sites, commercial marketing e-mails, downloadable content, SMS and MMS messaging, social media sites, digitally-screened radio and television, and mobile applications.
 - vi. "Social Media Influencer" is a person who posts beer-branded content on a social media platform at a Brewer's request. To avoid doubt, athletes, entertainers, celebrities, and other public figures generally recognizable to their intended audience are Social Media Influencers under the Code when they post beer-branded content at a Brewer's request on social media platforms.
- d. A Brewer placing advertising or marketing materials in Digital Media, in magazines, in newspapers, on television, on radio, or through Social Media Influencers will conduct after-the-fact audits, at least semi-annually where possible, of substantially all its placements. If a Brewer learns that an advertising placement did not meet the Code's audience demographic standard, it will take steps to prevent a reoccurrence. These steps may include but are not limited to investigating exceptions; taking steps to remove a post or placement; canceling placements with unacceptable audience composition; reallocating purchases to a different and acceptable time slot; contacting the media outlet/station concerning placement errors or possible reporting errors; reemphasizing audience composition requirements with media buyers and media outlets; and, continued monitoring of a program or time slot or influencer posts to determine whether buys or agreements should be canceled or reallocated. Buying Guidelines for implementing this section will be distributed along with this Code.
- e. A Brewer will regularly monitor user-generated content posted on the Brewer's websites, branded social media channels, or other beer-branded Digital Media sites, and beer-branded content from Social Media Influencers for compliance with this Code. If a Brewer finds content that does not comply with the Code, the Brewer will take appropriate action to correct or remove the content or to request correction or removal of the content.
- f. Brewers recognize that parents play a significant role in educating their children about the legal and responsible use of alcohol and may wish to prevent their children from accessing Digital Media without parental supervision. To facilitate this exercise of parental responsibility, parents can reach out to the Beer Institute for the names of producers of parental control software and applications that allow parents to block,

- filter, and monitor the Digital Media sites their children may access on their computer or mobile devices.
- g. Models and actors employed to appear in beer advertising and marketing materials should be at least 25 years old, substantiated by proper identification, and reasonably appear to be of legal drinking age.
 - h. Public figures, such as athletes, entertainers, celebrities, and Social Media Influencers, who are generally recognizable to their intended audience may appear in beer advertising and marketing if they are of legal drinking age, reasonably appear to be of legal drinking age, and do not appeal primarily to persons below the legal drinking age.
 - i. Beer should not be advertised or marketed at any event where most of the audience is reasonably expected to be below the legal drinking age. This guideline does not prevent Brewers from placing advertising and marketing materials at or near facilities that are used primarily for adult-oriented events, but which occasionally may be used for an event where most attendees are below the legal drinking age.
 - j. No beer identification, including logos, trademarks, or names should be used or licensed for use on clothing, toys, games or game equipment, or other materials intended for use primarily by persons below the legal drinking age.
 - k. Advertising and marketing materials for the alcohol variant of any non-alcohol product, including but not limited to packaging, should be readily distinguishable from the advertising and marketing materials of the non-alcohol product to not confuse consumers about the alcohol nature of the alcohol variant. Advertising and marketing materials, including but not limited to displays, signage, and sampling, should not feature both the non-alcohol product and the alcohol variant.
4. Beer advertising and marketing materials should not make the following exaggerated product representations:
 - a. Beer advertising and marketing materials should not convey the impression that a beer has special or unique qualities if, in fact, it does not.
 - b. Beer advertising and marketing materials should make no scientifically unsubstantiated health claims.
 - c. Beer advertising and marketing materials may portray beer as a part of personal and social interactions and experiences, and a brand may be portrayed in appropriate surroundings as a superior choice to complement a particular occasion or activity. Beer advertising and marketing materials should not, however, claim or represent that individuals cannot obtain social, professional, educational, athletic, or financial success or status without beer consumption.
 - d. Beer advertising or marketing materials should not claim or represent that individuals cannot solve social, personal, or physical problems without beer consumption.
 5. Beer advertising and marketing materials:
 - a. Should not contain language or images that are lewd or indecent in the context presented and the medium in which the material appears.
 - b. May contain romantic or flirtatious interactions but should not portray sexually explicit activity due to consuming beer.
 6. Beer advertising and marketing materials should not contain graphic nudity.
 7. Beer advertising and marketing materials should not employ religion or religious themes.



8. Beer advertising and marketing materials should not disparage competing beers.
 - a. Comparisons or claims distinguishing competing beers should be factual.
 - b. Beer advertising and marketing materials should never suggest that competing beers contain objectionable additives or ingredients.
9. Beer advertising and marketing materials should not disparage anti-littering and recycling efforts. Beer advertising and marketing materials should not show littering or otherwise improper disposal of beer containers unless the scenes are used clearly to promote anti-littering and/or recycling.

10. *College marketing*

Beer advertising and marketing materials on college and university campuses, or in college-owned media, should not portray consumption of beer as being important to education, nor will advertising directly or indirectly degrade studying. Beer may be advertised and marketed on college campuses or at college-sponsored events only when permitted by appropriate college policy.

a. *On-campus promotions/sponsorships*

- i. Brewer sponsored events: Brewer sponsorship of on-campus events or promotions at on-campus licensed retail establishments will be limited to events conducted in accord with this Code, state law, and applicable institutional policies. In their content and implementation, company on-campus promotions and sponsorships will not encourage the irresponsible, excessive, underage, or otherwise illegal consumption of beer.
- ii. Branded products: Beer-branded promotional products such as key chains, clothing, posters, or other tangible goods designed to promote specific beer brands, are intended only for adults of legal drinking age. Distribution of these items will therefore take place only at licensed retail establishments or where distribution is limited to those of legal drinking age, and otherwise conforms to applicable laws and institutional policies.
- iii. Tastings: Tasting events at which product samples are provided should occur at licensed retail establishments or where distribution is limited to those of legal drinking age, or otherwise conforms to applicable laws and institutional policies.

b. *Brewer sales representatives*

Brewer sales representatives who undertake sales calls on or near a college campus will be adults of legal drinking age and will conduct sales activities in conformity with this Code.

11. Outdoor Signage

Beer-branded signage and other outdoor advertising should not be placed within 500 linear feet of any established and conspicuously identified elementary or secondary schools or place of worship, or any playground, field, or sports facility that is both public and intended primarily for youth athletics. The foregoing restriction does not apply to signage or outdoor advertising at public, sporting, cultural or civic events or locations licensed to sell alcoholic beverages.

12. Internet Privacy Policy

Brewers will maintain internet privacy policies that are publicly available on their websites. These policies will govern the collection of personal information from legal drinking-age consumers on the Brewer websites. Before they collect information from any consumer, Brewers will require that individual to verify that he or she is of legal drinking age. Brewers will not collect information from consumers who identify as below the legal drinking age and will otherwise comply with all applicable privacy laws. Brewers will also employ a mechanism for consumers to opt-in to receive advertising and marketing communications from a Brewer and an opt-out feature to stop receiving such communications.





13. Product placement

Movies and television programs frequently portray the consumption of beer and related signage and props in their productions. Brewers encourage producers to seek approval before using their products, signage, or other props in artistic productions. While producers sometimes seek prior approval from Brewers, the final artistic and editorial decisions concerning product portrayal are always within the exclusive control of the movie or television producers.

With regard to those producers who seek Brewer approval or those Brewers who seek placement opportunities, product placement will be guided by the following principles:

- a. Case-by-Case Approval: Brewers will approve or reject product placement in specific projects or scenes on a case-by-case basis, based upon the information provided by the movie or television program's producers.
- b. Portrayal of drinking and driving: Brewers discourage the illegal or irresponsible consumption of their products in connection with driving. Consistent with that philosophy, Brewers will not approve product placement where the characters engage in illegal or irresponsible consumption of their products in connection with driving.
- c. Underage drinking: Brewers discourage underage drinking and do not intend for their products to be purchased or consumed illegally by people below the legal drinking age. Consistent with that philosophy, Brewers will not approve a product placement that portrays the purchase or consumption of their products by persons below the legal drinking age.
- d. Primary appeal to persons below the legal drinking age: Brewers discourage underage drinking and do not intend for their products to be purchased or consumed illegally by people below the legal drinking age. Consistent with that philosophy, Brewers will not approve product placement where the primary character(s) are below the legal drinking age or the primary theme(s) are, because of their content or presentation, specifically attractive to persons below the legal drinking age beyond the general attractiveness such themes have for persons of legal drinking age.
- e. Portraying alcoholism/alcohol abuse: Brewers do not want their products to be abused. Consistent with that philosophy, Brewers will not approve product placement where characters use their products irresponsibly or abusively or where alcoholism is portrayed, unless the depiction supports a responsible-use message.
- f. Measured media: Brewers will not request or approve a product placement in any measured media unless the placement is consistent with the Buying Guidelines that accompany this Code and at least 73.8% of the audience is reasonably expected to be adults of legal drinking age.

Code Compliance Review Process

Each member of the Beer Institute is committed to the philosophy of the Code and to compliance with the Code. To demonstrate this commitment, Beer Institute members openly accept Code complaints from any person or entity, including a complaint from another Brewer.

To facilitate the review of a complaint that a Brewer's advertising or marketing materials is inconsistent with the Code, the complaint should be submitted in writing, using the form available at www.beerinstitute.org. Copies of the form may also be obtained by calling the Beer Institute on 1-800-379-2739. The complainant will complete the form, including name and contact information, attach any supporting data, material, or documentation regarding the complaint, including any prior communication with the advertising Brewer, and submit the same to the Beer Institute. A complainant who is a Beer Institute member will first forward its complaint to the advertising member Brewer for resolution before filing any formal complaint with the Beer Institute.

Upon receipt of a completed complaint, the Beer Institute will promptly notify the Brewer and ask the Brewer to respond directly to the complainant within a reasonable time. Beer Institute-member Brewers will endeavor to respond to a complainant within two weeks of receiving notice of a complaint from the Beer Institute.

Code Compliance Review Board

If a complainant is dissatisfied with the response received from a Brewer, the complainant may, within 45 days of the Brewer's response, contact the Beer Institute, explain why the complainant is dissatisfied with the response and request review of the matter by the Beer Institute Code Compliance Review Board (CCRB), and submit supplementary information, if any, regarding the complaint. In such an event, the Beer Institute will ask the Brewer to provide for the CCRB's review a copy of the advertising or marketing materials at issue as well as any data, material, or documentation to support their response to the complaint. The Beer Institute will compile the complaint file and transmit the same to the CCRB.

The CCRB is composed of individuals with a variety of experience who are independent of the brewing industry. The CCRB reviews complaints from the perspective of the reasonable adult consumer of legal drinking age and decides whether such complaints identify advertising or marketing materials that is inconsistent with one or more guidelines in the Code. Once the CCRB issues its decision, the complainant and the Brewer will be notified, and the complaint file, including the Board decision will be posted on the Beer Institute website. If a violation has occurred, the Brewer is expected to promptly revise its advertising or marketing materials to conform to the CCRB's decision or withdraw the advertising or marketing materials.

Code Dissemination

The Beer Institute will post this Code and accompanying Buying Guidelines on its website at www.beerinstitute.org. Brewers will either provide copies to their employees, wholesale distributors and outside agencies whose responsibilities include advertising and marketing beer, as well as to any outside party who might request it, or make them aware that the Code and Buying Guidelines are available on the Beer Institute website.





Buying Guidelines

Definitions

Audience Measurement Service: A nationally recognized and independent company, including but not limited to Nielsen, Scarborough Research, Mediamark Research, Inc., Edison, and ComScore, that measures audiences in various advertising media.

Cinema: Films shown in a theatre for public entertainment.

Code: The Beer Institute Advertising and Marketing Code.

Consumer Data Source: Consumer that provides age data, or an independent third party providing age data.

Digital Media: All digital media programming, including but not limited to internet sites, mobile sites, commercial marketing emails, downloadable content, SMS and MMS messaging, social media sites, digitally-streamed radio and television, and mobile applications.

LDA Compliant (and LDA Compliance): When Audience Measurement Service demographic data for the Rating Period confirms that adults of legal drinking age (LDA) comprise at least 73.8% of the audience for the Placement or a Consumer Data Source confirms with reasonable certainty that the individual(s) to whom the Placement will be delivered are 21 years of age or older. In evaluating LDA Compliance, always use the best available data.

Rating Period: The two most recent consecutive periods, or a period of not less than two months, whichever is longer, during which audience demographic data for a medium is collected and reported by an Audience Measurement Service.

Placements: Advertising and marketing that is purchased or placed in any medium, including but not limited to Print, Television, Radio or Digital Media, and including all bonus placements.

Print: All newspaper, magazine and other print publications, including but not limited to advertising supplements, newspaper or magazine sections, and other forms of advertising added to or delivered with a newspaper or magazine.

Radio: All radio programming, including but not limited to terrestrial and subscription-based.

Television: All television programming, including but not limited to addressable, automatic, programmatic, bulk or block whether national, regional, local, subscription-based, network or cable.

Brewers shall use the following guidelines when making Placements:

General Standards

Brewers are committed to a policy and practice of responsible advertising and marketing. To ensure that beer advertising and marketing materials are directed to adult consumers of legal drinking age, Brewers make Placements based on the audience composition restrictions set forth in Section 3(c) of the Code. Section 3(c) requires that all Placements that are subject to the Code must be LDA Compliant.

Brewers will conduct post-Placement audits of all completed Placements on no less than a semi-annual basis, using to the extent available, the same data that was used to make the Placement. If a post-Placement audit shows that a completed Placement was not LDA Compliant, the Brewer will take reasonable steps to prevent a reoccurrence as described in the Code.

Print Guidelines

- A. For Print Placements, Brewers will assess LDA Compliance using audience composition data from an Audience Measurement Service providing age 12-plus audience composition data to the extent available, or if not available, age 18-plus audience composition data. For Print Placements in new or unmeasured publications, Brewers will use (i) subscription data provided by the publisher, or (ii) an Audience Measurement Service providing audience composition data from comparable print publications.
- B. Print Placements in editions of publications that are limited to subscribers 21 years of age or older are deemed LDA Compliant.



Television Guidelines

- A. For non-automated Television Placements, Brewers will assess LDA Compliance using audience composition data from an Audience Measurement Service.
 - 1. For (a) existing national network, syndicated and cable programs and (b) new or unmeasured national network syndicated and cable programs, Brewers will use national audience composition data for the program or daypart being bought.
 - 2. For new or unmeasured national network, syndicated and cable programs, Brewers will use national audience composition data for comparable programs or dayparts.
 - 3. For existing local programs, Brewers will use local or regional audience composition data for the program or daypart being bought or, if local or regional audience composition data is not available, national audience composition data for the program or daypart being bought.
 - 4. For new or unmeasured local programs, Brewers will use national audience composition data for comparable programs or daypart being bought.
- B. An automated Television Placement, wherein the advertisement is directed to a specific household device, will be deemed LDA Compliant if a Consumer Data Source confirms with reasonable certainty that the individual(s) to whom the ad will be delivered are 21 years of age or older.
- C. For Television Placements in new and unmeasured programs not included in any subsection above, Brewers will assess LDA Compliance using national or local audience composition data for a comparable program or daypart. (For guidance on streaming television, refer to the “Digital Media Guidelines” section.)



Radio Guidelines

- A. For Radio Placements on subscription-based programming, Brewers will use the Average Quarter Hour (AQH) Persons measurement in an Audience Measurement Service to assess LDA Compliance. (For guidance on streaming radio, refer to the “Digital Media Guidelines” section.)
- B. For terrestrial Radio Placements, Brewers will use Nielsen’s 21+ Composition Report to assess LDA Compliance. Absent conflicting information in Nielsen’s 21+ Composition Report, Radio Placements shall be made using the following Nielsen standard dayparts or time periods:

i.	AM Drive - Monday thru Friday	6:00 a.m. - 10:00 a.m.
ii.	Midday - Monday thru Friday	10:00 a.m. - 3:00 p.m.
iii.	PM Drive - Monday thru Friday	3:00 p.m. - 7:00 p.m.
iv.	Evening - Monday thru Friday	7:00 p.m. - 12:00 midnight
v.	Monday through Friday	12:00 midnight - 6:00 a.m.
vi.	Saturday & Sunday	6:00 a.m. - 10:00 a.m.
vii.	Saturday & Sunday	10:00 a.m. - 3:00 p.m.
viii.	Saturday & Sunday	3:00 p.m. - 7:00 p.m.
ix.	Saturday & Sunday	7:00 p.m. - 12:00 midnight
x.	Saturday & Sunday	12:00 midnight - 6:00 a.m.

Each hour of any other time period, even if adjacent to one of the foregoing Nielsen standard dayparts or time periods, should be independently verified as LDA Compliant using Nielsen’s 21+ Composition Report.

- C. As new Nielsen 21+ Composition Reports become available during the term of a continuing agreement to purchase Radio Placements, Brewers will review the new data to determine whether new Radio Placements purchased under the agreement continue to be LDA Compliant. If not, Brewers will, as soon as practicable, make schedule adjustments, cancellations, or other appropriate changes to ensure LDA Compliance for the term of the agreement.
- D. Use the best available data in evaluating LDA Compliance. If both Portable People Meter (PPM) and diary methods are available for auditing, PPM data should be used.
- E. A Radio Placement will be considered appropriate in a PPM measured market when data for the most recent, consecutive rating periods covering the previous six months from the day the ad placement is made shows that the time period purchased is LDA Compliant.
- F. A Radio Placement will be considered appropriate in a diary measured market when data for the most recent, consecutive rating periods covering the previous six months from the day the placement is made shows that the time period purchased is LDA Compliant.
- G. For Radio Placements on unmeasured terrestrial radio stations, Brewers will assess LDA Compliance using audience composition data from applicable time periods for comparable stations in comparable markets.

Digital Media Guidelines

- A. For general Digital Media Placements that are not targeted to a specific individual, Brewers should assess LDA Compliance using an Audience Measurement Service. New or unmeasured general Digital Media Placements that are not targeted to a specific individual may be made using audience composition data for measured Digital Media in the same category and with similar content and/or by taking other reasonable measures to predict LDA audience composition. Such steps include, for example, reviewing media content and information on the purpose and target audience of the specific medium or site prior to purchase of advertising and obtaining confirmation from the operator of the digital media that its internal data indicates that the medium or site is LDA Compliant.
- B. If a Digital Media Placement is made in Digital Media where the dissemination of such placement is restricted only to registered LDA users of that site, such Placements will be deemed LDA Compliant even if the overall audience for the unrestricted content in the Digital Media is not LDA Compliant.
- C. A Digital Media Placement to an individual consumer will be considered LDA Compliant if prior to making the Placement and using a Consumer Data Source, the Brewer confirms with reasonable certainty that the individual consumer is at least 21 years of age or older.

Cinema

- A. To assess LDA Compliance for a Cinema Placement, Brewers should use an appropriate Audience Measurement Service providing 12+ audience composition data to the extent available or, if not available, 18+ audience composition data for comparable films. Data should be from the most recent, consecutive Rating Periods covering the previous twelve months.
- B. When assessing LDA Compliance, both the film's genre and its Motion Picture Association of America rating should be considered.



Code Dissemination

Copies of this Code will continue to be made available to Brewer employees, wholesale distributors and outside agencies whose responsibilities include advertising and marketing beer, as well as to any outside party who might request it.



440 First Street NW, Suite 350, Washington, DC 20001
Phone 800.379.BREW 202.737.BEER | *Fax* 202.737.7004
E-mail info@BeerInstitute.org | *Web* BeerInstitute.org

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