



We have imposed a special responsibility on ourselves

Code of practice for marketing of soft drinks in Denmark

Everyone has the right to proper marketing - children have the right to special protection

Danish soft drinks producers have imposed a special responsibility on themselves.

Soft drinks must not be marketed in a way that invites excessive consumption by children, adolescents or adults or is incompatible with a healthy and varied diet or a healthy and active lifestyle. The producers are imposing extra restrictions on themselves in respect of children: soft drinks marketing must not target pre-teenage children. The industry is not carrying out marketing or installing soft drinks vending machines in primary schools and after-school care schemes.

The code covers soft drinks with added sugar, as well as light soft drinks (sugar free and sugar reduced soft drinks).

From 2008 the Danish Consumer Council, the Danish Association of Advertising and Relationship Agencies, the Federation of Retail Grocers in Denmark and the Danish Brewers' Association are enforcing a code of practice for the marketing of soft drinks. The parties are enforcing the code through the Soft Drinks Advertising Board (Læskedrikreklamenævnet) under the direction of an impartial lawyer.

The Soft Drinks Advertising Board assesses whether the soft drinks industry's marketing satisfies the code of practice. Anyone can complain about the marketing of soft drinks at www.laeskedrikreklamenavn.dk, where the decisions will be published. The Board's decisions are expected to be followed up by immediate action.

We support the Soft Drinks Advertising Board:



Bryggerforeningen



FORBRUGERRÅDET

DRRB

§1 All soft drinks must be provided with labelling stating the content of ingredients and additives in accordance with the food legislation.

Notes: *The members of the Danish Brewers' Association label all soft drinks in a clear and unambiguous manner so that the labelling meets the requirements of the food legislation, cf. the provisions of the Executive order on labelling and the EU Regulation on nutrition and health claims.*

§2 Soft drinks must be labelled voluntarily with a nutritional claim stating the content of energy, protein, carbohydrate and fat per 100 ml.

Notes: *In order to increase consumer information, the members of the Danish Brewers' Association voluntarily include the above information on all labels in accordance with the provisions of the Executive order on nutritional claims. The information must be easily accessible and clear.*

§3

Advertisements for soft drinks must be formulated in such a way that they are not incompatible with a healthy and varied diet or a healthy and active lifestyle.

Notes: *Marketing campaigns must not present soft drinks in a context that does not leave room for other foods within the recommended daily intake. Soft drinks must generally not be presented as replacements for regular meals or leave the impression that soft drinks can be equated with water.*

Soft drinks marketing must not include suggestions that are in conflict with current advice and recommendations for a healthy and active lifestyle or present an inactive lifestyle as more attractive than physical activity.

Marketing campaigns must not depict, invite for consumption or show portion sizes that are improper for the given situation.

Soft drinks marketing must not criticise other foods that constitute part of a varied diet.

§4 Advertisements for soft drinks must not invite excessive consumption.

Notes: *This principle must be seen in connection with the above. Marketing and promotional measures for soft drinks must not invite or show consumption that would be in conflict with current advice and recommendations for a healthy lifestyle.*

For example, it may be in conflict with the code of practice to show a person drinking directly from a two-litre bottle of fizzy drink. "Drinking competitions", etc., in which the participants have to drink in competition with one another or consume as much as possible are not permitted.

§5 Soft drinks must not be actively marketed at primary and lower secondary schools, continuation schools and private independent schools or at after-school care schemes (SFOs), and soft drinks vending machines must not be installed on the given premises.

Notes: *"Active marketing" means that traders must not themselves approach schools, SFOs, etc., with a view to marketing their products. When supplying soft drinks for events held by schools or institutions, the marketing should be limited to what is practically necessary.*

§6

Marketing must not target pre-teenage children. For example, advertisements for soft drinks must not be placed in media or around TV programmes where the primary target group is children.

Notes: *Restraint must be shown in relation to showing children in advertisements for soft drinks, and pictures of children consuming soft drinks must not be used. However, children may appear, provided that they are a natural part of the environment that is shown in the advertisement.*

Furthermore, soft drinks marketing must not:

- *Take place at events that are especially intended for children*
- *Take place in written or electronic media, including TV channels, where the primary target group is children*
- *Take the form of sponsorship of events where the primary target group is children*
- *Take the form of sampling of soft drinks for children who are not accompanied by the responsible parent or another adult*
- *Use role models or images of famous people/figures who mainly appeal to children*
- *Invite children to exert buying pressure, including towards their parents*
- *Suggest that children can obtain social advantages or special status by consuming soft drinks*

The recipient group for a marketing campaign may in some situations be a combination of children, adolescents and/or adults, e.g. "the family" or "sports clubs". This applies, for example, in the cinema, around family programmes on TV, at certain sports events, in amusement parks, etc. In these situations importance should be attached to whether the children present are accompanied by parents or other adults with responsibility for the child's interests and development, and whether the primary recipient group can be expected to be children.

Complaints

You can make a complaint about soft drink if you consider that the commercial communication of the product contravenes the Code.

There is a free right of complaint to the Soft Drinks Advertising Board and complaints may come from individuals, companies or organisations, etc.

A complaint about the marketing of a soft drink must refer to one or more specific marketing initiatives in Denmark or in Danish media. There is no deadline for complaints; however, the complaint must concern a current marketing initiative, or one that has taken place not more than one year earlier.

If the Board finds that a specific advertisement or advertising campaign is in contravention of the present set of rules, the committee will contact the company in question, criticise the marketing initiative and in the case of gross or repetitive infringements publish the criticism by a press release. All complaints will be published on the web site, when decided upon. The Board's decisions are expected to be followed up by immediate action.

Read more on the web site www.laeskedrikreklameraevnet.dk/uk

Advertising Board

The Advertising Board has been set up to enforce the rules regarding the marketing of soft drinks. The Advertising Board assesses whether the soft drinks industry's marketing satisfies the code of practice. The members represent the industry, the consumers, the retail and the advertising industries.

The Board is chaired by an independent chairman.



Ejvind Sandal

*Chairman
Attorney*

We ensure that the code of practice is an integral part of marketing.



Camilla Udsen

*Senior Food Adviser
The Danish Consumer Council*

Children must be ensured a particularly high level of protection.



Niels Hald

*Secretary General
The Danish Brewers' Association*

Self-regulation obligates us to take active shared responsibility.



Tina Bøggild

*Legal Advisor
The Danish Association of Advertising and Relationship Agencies (DRRB)*

We support the code of practice and want to contribute to ensuring that marketing is carried out in a proper fashion, especially towards children.



Trine Busk-Jepsen

*Legal Advisor
The Federation of Retail Grocers in Denmark (DSK)*

Advertisements for soft drinks must not be incompatible with a healthy and varied diet.



Læskedrikreklamenævnet
The Soft Drinks Advertising Board
Faxehus
Gamle Carlsberg Vej 16
DK - 2500 Valby

Phone: +45 72 16 24 40
Fax: +45 72 16 24 44

E: info@laeskedrikreklamenævnet.dk
W: www.laeskedrikreklamenævnet.dk