



Information on Advertising under the Liquor Control Act

This notice is intended to provide information as it relates to advertising under the *Liquor Control Act* or the Regulations. It is a summary of the legislation and is not to be regarded or relied upon as a legal interpretation of the *Act* or Regulations. In all cases, the legislation should be reviewed to determine the proper application of the eligibility requirements and the function of the program.

General Information

All liquor licensed establishments must comply with the advertising requirements under New Brunswick Regulation 90-10 and Sections 142(1) and 142(2) of the *Liquor Control Act*.

Guidelines

A licence to sell liquor as provided in the *Liquor Control Act* may be one of the following classes:

- a dining-room licence,
- a lounge licence,
- a special facility licence,
- a special events licence,
- a club licence issued in respect of a club other than a forces canteen,
- an in-house brewery licence,
- a brewer's licence, a distiller's licence or a winery licence.

A licensee **shall not**:

- exhibit, publish or display an advertisement that states or implies that liquor is to be provided **free of charge**,
- encourage or promote the consumption of liquor by minors,
- depict family scenes that in any way involve use of liquor, including any group of adults accompanied by children,
- refer in any way to persons who may be minors,
- portray drinking or party scenes that show immoderate or excess use of liquor,

- indicate that liquor may be consumed in any way, manner or place prohibited by any federal or provincial law or municipal by-law,
- convey the impression that the consumption of liquor is necessary or helpful in obtaining any social prestige, business success, popularity or escape from personal problems,
- make any claim that implies or attributes to any liquor, either alone or as a mixture, any healthful, nutritive, dietary, curative, sedative or stimulative quality or properties,
- contain an endorsement of any liquor, personally or by implication, by any person, character or group who is or is likely to be a role model for minors because of achievement, reputation or exposure in the media.

Manufacturers of Alcoholic Beverages

The holder of a brewer's licence, distiller's licence or winery licence (manufacturers) exhibiting, publishing or displaying an advertisement

a) **may**

- refer in the advertisement to

trademarks

brand names

body labels, or

recipes,

- use slogans and copy descriptive of the product or brand of liquor,
- air 25 times a week on the same radio or television station,
- advertise in any other media or form,
- draw attention to a product or to one or more brands of liquor,
- use its corporate name or its products in an advertisement for or about an event or cause that is not a sales campaign (i.e. Relay Event),

