

**Kingdom of Belgium**

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**FEDERAL PUBLIC SERVICE (FPS) PUBLIC HEALTH, FOOD CHAIN SAFETY AND ENVIRONMENT**

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**Royal Decree on advertising of beverages containing alcohol**

**PHILIPPE, King of the Belgians,**

To all those present and to come, Greetings.

Having regard to the Law of 24 January 1977 on the protection of consumer health with respect to foodstuffs and other products, Article 7, Section 2, amended by the Law of 22 March 1989 and the Law of 10 December 1997;

Having regard to the communication to the European Commission on (date), pursuant to Article 5(1) of Directive 2015/1535/EU of the European Parliament and of the Council of 9 September 2015 laying down a procedure for the provision of information in the field of technical regulations and of rules on information society services;

Having regard to the opinion of the Finance Inspector, issued on 19 June 2025;

Having regard to the approval of the Minister for the Budget, issued on 9 July 2025;

Having regard to opinion XX of the Council of State, issued on XX, pursuant to Article 84, Section 1(1)(2), of the Acts on the Council of State, consolidated on 12 January 1973;

Having considered the Interfederal Strategy on Harmful Alcohol Use 2023-2025 of 29 March 2023;

On the proposal of the Minister of Public Health and the opinion of the Ministers who have deliberated it in the Council,

I HAVE DECREED AND HEREBY DECREE:

**Article 1.** For the application of this Decree, the following definitions apply:

(1) Advertising: any communication or action, regardless of the location, medium or techniques used, with the direct or indirect aim of promoting the sale of beverages containing alcohol.

(2) Beverage(s) containing alcohol: beverages with an alcohol percentage exceeding 0.5 percent (%) by volume.

(3) Trade mark: a word or figurative mark, whether registered or not.

(4) Occasional display of a trade mark: the visibility of a trade mark or logo on the screen or the audibility of a trade mark in the sound, the main purpose of the dissemination, publication or communication of which does not concern the promotion of that trade mark, but where the trade mark is perceptible occasionally because of the normal exercise of activities by persons or

during the normal use of objects to which the trade mark is affixed.

**Article 2.** Section 1 All advertising for beverages containing alcohol is prohibited during the period that runs from 5 minutes before up to 5 minutes after a radio or television programme that is aimed primarily at an underage audience.

Section 2. The occasional display of a trademark in a news or current affairs programme is not covered by this prohibition, provided that the use of the trademark complies with the provisions of this Royal Decree, in particular those of Article 8.

**Article 3.** Section 1 All advertising for beverages containing alcohol is prohibited in newspapers and periodicals that are aimed primarily at an underage audience.

Section 2. The occasional display of a trade mark in editorial content is not covered by this prohibition, provided that the use of the trade mark complies with the provisions of this Royal Decree, in particular those of Article 8.

**Article 4.** Section 1 All advertising for beverages containing alcohol is prohibited when a film that is aimed primarily at an underage audience is broadcast in a cinema.

Section 2. The occasional display of a trademark within the film's content is not covered by this prohibition, provided that the use of the trademark complies with the provisions of this Royal Decree, in particular those of Article 8.

**Article 5.** Section 1 All advertising for beverages containing alcohol is prohibited on digital media that are aimed primarily at an underage audience.

Section 2. The occasional display of a trademark in editorial or user-generated content is not covered by this prohibition, provided that the use of the trademark complies with the provisions of this Royal Decree, in particular those of Article 8.

**Article 6.** Section 1 Advertising for alcoholic beverages must not target minors, either through its content or the way it is communicated. The exceptions relating to the occasional display of a trade mark, as provided for in Article 2, Section 2, Article 3, Section 2, Article 4, Section 2 and Article 5, Section 2, shall also apply to the implementation of this Article.

Section 2. Advertising may not involve persons under 25 years of age;

**Article 7.** It is prohibited to offer beverages containing alcohol free of charge as part of a promotional campaign, except when the consumer buys a beverage containing alcohol and as part of tastings.

**Article 8.** Section 1. All advertising for alcoholic beverages must include the following health information notice: 'Alcohol is harmful to your health.'

Section 2. The health information notice is not required for the labelling and packaging of beverages containing alcohol, common and decorative objects and other non-alcoholic products related to the trade mark, as well as advertising for them.

Section 3. A health information notice is not required where a trade mark is merely mentioned, provided that the trade mark is used simply to designate an event or competition or is associated with them, or where a trade mark is used for the purpose of sponsoring the organisation of an event or competition.

This paragraph shall not apply where the activity or event is primarily intended for minors.

**Article 9.** The health information notice referred to in Article 8 must be included in the language or languages of the advertisement. Where the language of the advertisement is not a national language, the health information notice must be provided in the language or languages of the linguistic region in which the advertisement is broadcast.

**Article 10.** In newspapers, magazines, periodicals, advertising material and posters, the health information notice referred to in Article 8 must meet the following requirements:

- (1) It must be placed at the bottom of each advertisement, horizontally and on a background colour that contrasts with the rest of the advertisement;
- (2) It occupies the entire width of the advertisement;
- (3) It is legibly written in Open Sans font;
- (4) It occupies at least 5% of the advertising area;
- (5) It is in a colour clearly distinguishable from the background colour.

**Article 11.** Whether on television or in cinemas, the public health information notice referred to in Article 8 must meet the following requirements:

- (1) It is placed at the bottom of the screen, horizontally on a background colour that differs from the rest of the advertisement;
- (2) It occupies the entire width of the screen;
- (3) It is legibly written in Open Sans font;
- (4) It occupies at least 5% of the advertising area;
- (5) It is in a colour clearly distinguishable from the background colour;
- (6) It continues throughout the advert.

**Article 12.** On the radio, the health information notice referred to in Article 8 shall be broadcast at the end of the radio advert and shall last at least 2 seconds.

**Article 13.** In digital media, the health information notice referred to in Article 8 must meet the following requirements:

- (1) It is affixed horizontally in the lower part and on a background colour that differs from the rest of the advertisement;
- (2) It occupies the entire width of the screen;
- (3) It is legibly written in Open Sans font;
- (4) It occupies at least 5% of the advertising area;
- (5) It is in a colour clearly distinguishable from the background colour;
- (6) It continues throughout the advert, for video formats.

**Article 14.** Infringements of this Decree shall be investigated, recorded, prosecuted and punished in accordance with Articles 11 to 19 of the Law of 24 January 1977 on the protection of consumer health with respect to foodstuffs and other products.

**Article 15.** This Royal Decree shall enter into force one year after its publication in the Moniteur belge.

**Article 16.** The Minister for Public Health shall be responsible for the implementation of this Decree.