

Message 001

Communication from the Commission - TRIS/(2026) 0953

Directive (EU) 2015/1535

Notification: 2026/0161/BE

Notification of a draft text from a Member State

Notification – Notificación – Notifizierung – Нотификация – Oznámení – Notifikation – Γνωστοποίηση – Notificación – Teavitamine – Ilmoitus – Obavijest – Bejelentés – Notifica – Pranešimas – Paziņojums – Notifika – Kennisgeving – Zawiadomienie – Notificação – Notificare – Oznámenie – Obvestilo – Anmälan – Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahtuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késésekét - Non fa decorrere la mora - Atidējimai nepradedami - Atlikšanas laikposms nesākas - Ma jiftaħ il-perijodi ta' dewmien - Geen termijnbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleanna

MSG: 20260953.EN

1. MSG 001 IND 2026 0161 BE EN 30-03-2026 BE NOTIF

2. Belgium

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4. 2026/0161/BE - C51A - Beverages

5. Royal Decree concerning advertising for alcoholic beverages

6. Beverages containing alcohol

7.

8. The purpose of this draft royal decree is to:

- Prohibit advertising for alcoholic beverages in media primarily aimed at minors;
- Introduce a prohibition on offering alcoholic drinks for free, except when purchasing an alcoholic drink and during tastings;
- Require the inclusion of a health warning message in all advertisements for alcoholic beverages;
- Determine the investigation, findings, prosecution and sanctions for violations of this draft royal decree.

These provisions stem from the Inter-federal Strategy on Harmful Alcohol Use 2023–2028 (Action Plan 2023-2025), in particular Points 14 to 19, 22 and 23.

Some of these prohibitions come from the Convention on Advertising and Marketing of Alcoholic Beverages (hereinafter referred to as "the Convention"). These are Articles 2 to 6. These prohibitions are intended to protect minors.

The term "a minor audience" refers to an audience comprised of at least 30% minors. While the age distribution of the audience is difficult to determine, other factors can be taken into account, such as the overall impression of the communication (attractiveness to minors), the use of language, design and animation, games and recreational activities, etc.

Finally, this draft royal decree will not have an impact on international trade since it applies to advertising broadcast in Belgium and aims to protect and inform Belgian consumers.

9. Given the dangers of alcohol consumption (cardiovascular risk, addiction, cancer, lasting effects on the brain, etc.: dangers that are no longer in doubt), especially among minors, and given that advertising, which is currently omnipresent, has a considerable impact on consumers, particularly young people; there is a need to ban advertising for alcoholic beverages in the media and in the press that targets minors.

It is also necessary to prohibit the offering of drinks containing alcohol, in certain circumstances, in order not to push consumers to consume an alcoholic beverage that they have not chosen to buy.

In order to better inform the audience about the dangers of alcohol, it is necessary to require the inclusion of health warnings on advertisements for this type of beverage.

10. References to basic texts: There are no basic texts

11. No

12.

13. No

14. No

15. No

16.

TBT aspects: No

SPS aspects: No

European Commission

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