

# ADVERTISING SELF-REGULATION CODE



ESPIRITUOSOS  
ESPAÑA



**ADVERTISING  
SELF-REGULATION  
CODE**

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# Preamble

Whereas the Federación Española de Bebidas Espirituosas (Espirituosos España), brings together over 120 companies in Spain producing and distributing spirit drinks and derived products, which presupposes the representativeness of practically all the sector;

Whereas the production of spirit drinks is an important sector of the Spanish food industry;

Whereas production and consumption of spirit drinks are firmly rooted economically and socially in Western culture and in Mediterranean and Spanish culture, making it inseparably associated with leisure, habits and lifestyle, with a major impact in the Catering and Tourism sector;

Whereas in Mediterranean countries spirit drinks form part of a culture, in which consumption is lawful and is connected with habits and lifestyle;

Whereas one of the main missions of Espirituosos España is to promote the active social responsibility of the sector, contributing in cooperation with the authorities and society as a whole towards action to combat abusive consumption of alcoholic beverages, to prevent their consumption in groups or situations where there is a risk (minors, drivers, pregnant women, etc.) and to promote responsibility, moderation and good sense in the consumption of alcoholic beverages for the rest of the population;

Whereas experience of the total prohibition of advertising of spirit drinks has demonstrated its absolute inefficacy and lack of results in preventing problems deriving from their abuse and alcoholism;

Whereas, on the contrary, information campaigns and education in a social context constitute the most effective means of raising citizens' awareness of these problems and that to this end advertising is especially useful as a vehicle for sending out messages aimed at encouraging moderate and responsible consumption.;

Whereas in our market economy system advertising is an essential element in the configuration of free competition, both for introducing new products and for expansion and securing customer loyalty for existing products, together with consideration for the legitimate economic interests of consumers and, in particular, their right to information and freedom of choice;

Whereas, in a manner consistent with the case law of the European Court of Human Rights, advertising is included within the scope of freedom of expression;

Whereas a self-regulation code for advertising must establish a set of principles and rules of a deontological nature which, always in compliance with the legislation in force in this field, define the meaning and scope of the applicable laws and specify the conduct, practices and strategies which, in the light



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of the said laws, are considered objectively to conform or not to conform with the requirements of good faith and good business practices;

Whereas the self-regulation systems in the field of advertising and commercial communications are enjoying considerable and growing recognition, by both the Community institutions and the national legislator, and are encouraging and driving the preparation of codes of conduct by all the parties concerned;

Whereas the Council Regulation of 5 June 2001 (2001/458/EC)<sup>1</sup> expresses the need for the Member States, in accordance with the different legal, normative or self-regulatory contexts, to promote in cooperation with producers and distributors of alcoholic beverages and relevant non-governmental organisations the establishment of effective self-regulating mechanisms in the fields of the promotion, marketing and distribution of alcoholic beverages, independently of the means used, within the framework of codes of conduct;

Considering Directive 2005/29 of 11 May concerning unfair business-to-consumer commercial practices following the publication by the European Commission of the Green Paper on Consumer Protection in autumn 2001 and the work developed subsequently on

this subject, in which self-regulation is called upon to play an extremely relevant role;

Whereas the Directive UE 2018/1808 of 14 November 2018, amending Directive 2010/13/EU on Audiovisual Media Services, clearly encourages co-regulation and self-regulation, not only in general terms, but also in particular in relation to the advertising of alcoholic beverages and recognizes the expertise and role of the industry in all this.

Considering that the Directive (UE) 2018/1808, of Audiovisual Communication Services, expressly mentions the need for Member States to ensure the use of self-regulatory codes to reduce the exposure of minors, in general, and children, in particular, to audiovisual commercial communications relating to alcoholic beverages; mentioning the existence of self-regulatory or co-regulatory systems at national and Union level, aimed at the responsible commercialization of alcoholic beverages; and highlighting the desirability of further promoting such systems, in particular those aimed at ensuring that audiovisual commercial communications relating to alcoholic beverages are accompanied by messages on responsible consumption.

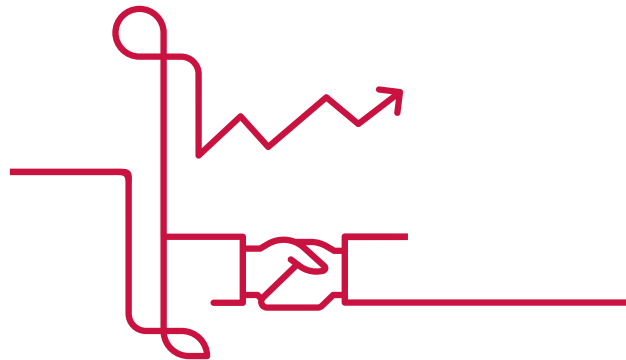
Whereas the members of Espirituosos España have the purpose of, on the one hand, to adapt their

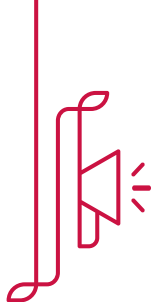


advertising to the regulations in force, as well to the requirements of good faith and good business practices and, on the other hand, to establish self-regulatory aimed at combating abusive consumption of alcoholic beverages in groups or situations of risk (minors, drivers, pregnant women, etc.), and to promote responsibility, moderation and good sense in the consumption of alcoholic beverages by the rest of the population.

Whereas Espirituosos España, fully aware of the importance of advertising self-regulation, the principles of which it seriously shares, for all the reasons set out above, and taking into account the particularities of the spirits sector arising from the strict legislation to which it is subject, drew up its own advertising self-regulation code in 1999.

Considering that recent market trends offer the opportunity the opportunity to launch new categories of new product categories related to spirits product categories which are also the subject of advertising.





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Considering that Espirituosos España and its associated companies, valuing positively the experience and respect of the advertising self-regulation code, wish to update it in order to reaffirm the permanent commitment to social responsibility towards consumers and society, reinforcing and deepening the promotion of responsible advertising of alcoholic beverages and soft drinks (0.0) that emulate the taste of a spirituous beverage or allude to a spirit category.

The Extraordinary General Assembly of Espirituosos España, reunited in Madrid on May 25, 2023, decided to update its self-regulatory advertising self-regulation code created in 1999 and reviewed in 2006, 2008 and 2013 by approving the following deontological Code.

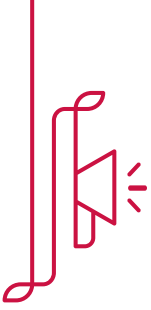




# CHAPTER I

## General provisions





# Article 1: Object

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The purpose of this Code is to set out the deontological principles and rules to be observed in the advertising of drinks to which this Code applies, including advertising messages that are the responsibility of FEBE members, to the benefit of the market, consumers and the general interest, always in compliance with the legislation applicable in this matter and

without prejudice to the obligations deriving from the Advertising Self-Regulation Code of Conduct, the Code of Advertising Practice of the International Chamber of Commerce and whatsoever other deontological obligations assumed individually or collectively.



# Article 2:

## Scope of application

### 1. Objective scope

The purpose of this Code would apply to spirits drinks' advertising and spirits-based beverages, produced, commercialized or imported by member companies to Espirituosos España.

It would also apply to non-alcoholic drinks or low alcoholic drinks that emulate the flavor of a spirituous beverage or allude to a category of a spirit drink provided they have been produced, commercialized or imported by member companies to Espirituosos España.

In any case, this Code doesn't apply to beer, cider and wine sector defined in Regulation (UE) 251/2014, or regulations replacing it in the future.

Spirits drinks are considered to those drinks which are produced by distillation and have an alcohol content of more than 15% vol.

Advertising is considered to be any form of communication made by a natural or legal person, public or private, in the exercise of a commercial, industrial, artisanal or professional activity, for the purpose of directly or indirectly promoting the contracting of movable or immovable property, services, rights and obligations.

For the purpose of this Code, the appearance of some of the beverages to which this code applies shall not be considered advertising, of their package or brands, in the format, scenes, script or decoration of a program or a piece produced for radio or television or in written or digital publications, when it is an individual initiative of that publication and takes place on an occasional basis and for information purposes. In that case, this appearance will not be considered occasional or informative if there is any kind of direct or indirect consideration for the media by any member companies to Espirituosos España.

### 2. Subjective Scope

This Code shall apply to those member companies to Espirituosos España, regardless of where they are domiciled or have their main establishment, which manufacture, commercialize and/or import the beverages to which this code applies.

### 3. Territorial Scope

This Code shall apply to edited advertising, disseminated or issued for the Spanish territory.





## Article 3: Legality principle



The advertising of beverages to which this Code applies shall comply with the legislation in force, whatever its content, the dissemination medium or the form that it takes.

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## Article 4: Fairness principle

The advertising of beverages to which this Code applies shall meet the requirements of good faith and good commercial practices, whatever their content, the dissemination medium or the form that they take.

The advertising of beverages to which this Code applies does not harm the image or reputation of the sector.

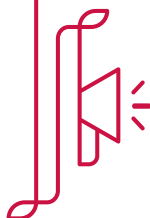
## Article 5: Veracity principle

**5.1** The advertising to which this Code applies shall be truthful and identifiable as advertising.

**5.2** Advertising to which this Code applies shall avoid error as to the alcoholic graduation or alcoholic content of the advertised beverage. At the end, advertising that is visually perceptible shall inform in a clearly and legible format by its addressees about the alcohol content of the beverage advertised.

This obligation shall not apply to advertising in which sponsorship or corporate advertising is disseminated when it does not directly promote products or consumption, or to multi-product advertising, unless the products being advertised have the same alcohol content.





## Article 6: Social responsibility principle

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**6.1** The advertising to which this Code applies, both in its content and in its form and dissemination, shall be effected with a sense of social responsibility.

**6.2** The advertising to which this Code applies shall not encourage abusive consumption. To this effect, the advertising of alcoholic beverages in the audiovisual media will include the message of responsible consumption, which states that moderation is a basic premise for responsible and low-risk consumption.

The message of responsible and low-risk consumption will be common to all member companies of Espirituosos España and will be placed in a clear format for the audience. For that, the message of responsible consumption by Espirituosos España:

**a)** Must be placed in a clearly visible place, preferably horizontally, taking into account the broadcast media and its limitations;

**b)** It shall have a minimum size equivalent to 1% of the total advertising spot; in the case of video advertising, it shall have a minimum size of 1.5% of the total spot and shall be maintained for at least 2 seconds;

**c)** It must be printed in a color that allows it to be clearly visible and legible against the background.

**d)** It must be accompanied, in the same format and color and immediately following by the message, of the mention of the alcoholic degree of the announced product in accordance with article 5.

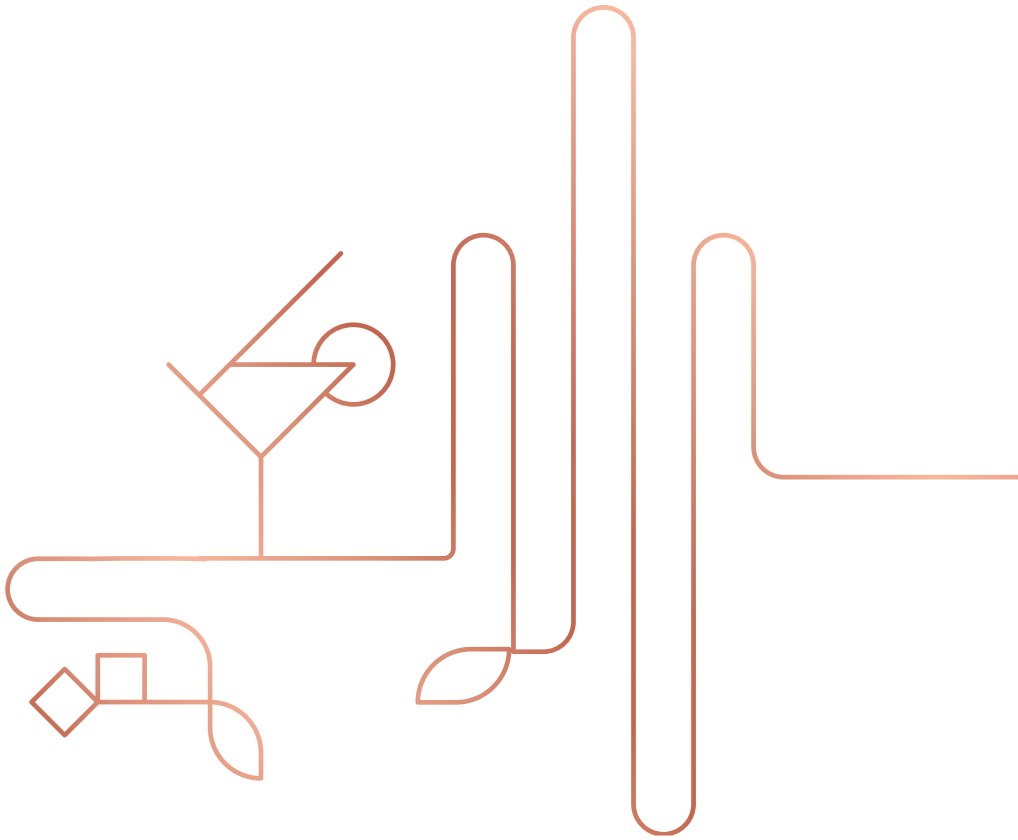
**6.3** Additionally and voluntarily, member companies to FEBE may include in their promotional material the FEBE Responsible Consumption Message or any other moderation message.

**6.4** The web pages and social media profiles of companies associated with to Espirituosos España and/or those of its alcoholic beverages brands to which this code applies must present, in those sections or publications where alcoholic beverages to which this code applies are exhibited or promoted, the responsible consumption message of Espirituosos España, as established.

En el caso de Páginas Web internacionales destinadas al mercado español, se entenderán cumplidas las obligaciones establecidas en este apartado cuando se introduzca un mensaje similar al mensaje de consumo responsable de Espirituosos España, redactado en un idioma fácilmente comprensible para un hispanohablante, que cumpla todas las obligaciones mencionadas.

**6.5** The General Assembly of Espirituosos España could complete and/or modify the parameters relating to the message of responsible consumption of FEBE.









# Article 7:

## References to consumption

The advertising to which this Code applies:

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**a)** may highlight the pleasure of communication, conviviality or socialising associated with responsible consumption, but may never suggest that non- consumption is synonymous with immaturity, failure in social or working life or in business or that non-consumers are less accepted or are less successful than consumers;

**b)** may not reflect situations of sexual success or suggest that consumption may contribute towards professional success, enhance sexual attractiveness or help to overcome shyness;

**c)** may not show situations inferring that consumption contributes towards reducing or eliminating problems of social maladjustment, anxiety or internal conflicts and, in general, may never suggest consumption in loneliness helps to solve this type of problems;

**d)** may not show situations in which it may be inferred that consumption improves physical or mental efficiency;

**e)** may not attribute to beverages the possibility or preventing, treating or curing diseases or indicate that they have therapeutic properties, and may not be specifically aimed at persons undergoing medical treatment;

**f)** unless the advertising refers to non-alcoholic beverages (0.0) to which this code applies, it may not display or specifically target pregnant women;

**g)** may not show images of women of a discriminatory or degrading nature or stereotypical female images that may encourage violence;

**h)** may not present situations of abusive consumption;

**i)** may not imply that a low alcoholic content justifies its immoderate consumption.

**j)** may not associate high alcohol content with a positive or negative quality;

**k)** may not be able to show abstinence or moderation in consumption in a negative way;

**l)** may not associate drinks with situations of violence, aggressiveness, danger or danger or antisocial antisocial behavior; and

**m)** unless the advertising refers to non-alcoholic beverages (0.0) to which this code applies, may not associate consumption with the performance of a job involving responsibility for third parties or with the performance of a high-risk activity, nor suggest that it has a positive effect on their performance.





# Article 8:

## Road safety

**8.1** The advertising to which this Code applies may not suggest that a minimal amount of alcohol can be consumed without a risk to driving and road safety.

Nor may it show situations which associate alcohol consumption with driving vehicles or allow the appearance in the content of the advertising message, in a primary and not merely secondary manner, of vehicles or elements directly linked with driving, regardless of whether or not this is in a driving situation.

Thus, the only advertising to which this code applies that may include vehicles or elements related to driving is the advertising of beverages without alcohol content (0.0).

**8.2** The advertising to which this Code applies may not be inserted in motor magazines or other publications or in specialised supplements or sections of magazines or other publications whose main content is motor vehicles. In that way, only advertising of non-alcoholic beverages (0.0) may be included in the motoring media or sections of the motoring media.





## Article 9: Minors

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**9.1** The advertising to which this Code applies may not be specifically aimed at minors.

**9.2** Minors may not play a part in or figure in advertising to which this Code applies.

**9.3** The models in advertising to which this Code applies must not be under 23 years of age. Influencers advertising beverages to which this Code applies shall comply with the requirements set forth in Article 13.

**9.4** The advertising to which this Code applies and the presentation of beverages included in its objective scope may not use images, drawings, icons, fictional people or people of public renown directly or fundamentally connected with minors.

**9.5** With a view to reduce the impact of the advertising to which this Code applies on minors:

a) the advertising may not be broadcast on television or radio or shown in cinemas during, immediately before or immediately after programmes or sessions specifically intended for minors or the majority of the audience are minors;

b) must respect the limits legally established for the advertising of alcoholic beverages according to the media in which it is broadcasted additionally and even if the legislation would allow it, advertising of beverages subject to this code may not be inserted on television during the hours of reinforced protection, that is, from Monday to Friday from 08:

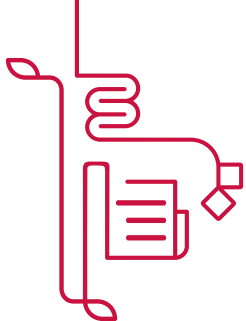
00 to 9:00 a.m. and from 17:00 p.m. to 20:00 p.m.; and on Saturdays and Sundays between 9:00 a.m. and 12:00 p.m.; unless such advertising forms an indivisible part of the acquisition of rights to sporting events and the production of the signal to be broadcast or is broadcast immediately before or after such events.

c) the advertising may not be inserted in publications aimed at minors or on pages for minors in publications not specifically intended for them;

d) when the advertising is direct and, in particular, when it is a question of sending out leaflets, graphic advertising and other advertising media by any means to a particular consumer or predetermined consumers, in this case it must be sent to adults and, to this effect, its external presentation shall indicate the name of the adult to whom it is addressed and its internal content shall include the words "Not suitable for minors" or similar, clearly establishing that the said advertising is in no case intended for minors.

**9.6** The advertising to which this code applies, in both, printed press and broadcast media, shall only be shown during the hours, programmes or sections of the said media output, when at least 70% of the audience are reasonably expected to be adults of 18 years or older.





**9.7** The advertising of non-alcoholic beverages to which this code applies are not intended for minors and shall include a mention that the product is intended for people over 18 years of age or the +18 logo, in those digital advertisements created to be shared with other users, specifying that it is content intended for people over 18 years of age and should not be forwarded to minors.

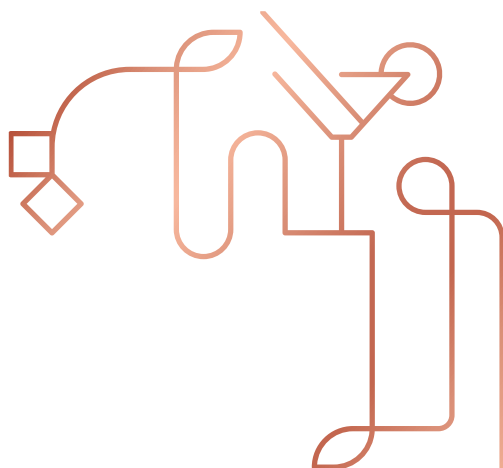
**9.8** The companies' websites associated with Espirituosos España and/or its beverage brands to which this code applies must present, on the first page of the page section of the website where the beverages are promoted:

a) a) For access, a warning and a password to differentiate between users of legal age and those who are not, and that the user must press to continue viewing the web page as long as he/she is of legal age. This key must appear in a place immediately visible from the opening of the web page and must be of a size and color that make it clearly visible. If the user is not of legal age, when pressing the corresponding key, the system will return the user to the beginning, rejecting the course to minors.

b) When the web pages contain questionnaires for any type of census or to participate in promotions applicable to the Spanish territory, a request for the complete date (day, month and year) of birth must be included, and the system must reject the course of the data of minors, returning the user to the beginning of the web page.

**9.9** Digital advertising carried out on a website controlled by the advertiser, or on a social network that makes it possible, which involves interacting directly with the user, must have a warning and a compulsory access key that differentiates users of legal age from those who are not. The user must press it to be able to visualize the contents, as long as the user is of legal age. If the user is a minor, access must be denied.

Without prejudice to other obligations and responsibilities that may derive from the legislation, those digital advertisements created with the purpose of being forwarded to other users, should clearly specify that the contents are not suitable for minors and must not be forwarded to minors under 18 years of age.





# Article 10:

## Corporate advertising

**10.1** Corporate advertising by companies manufacturing, importing or marketing beverages to which this Code applies is legal whenever it sets out to attain a certain and reasonable objective within the company's corporate communications plan.

**10.2** Nevertheless, corporate advertising may not be used as indirect advertising of particular beverages or brands whose advertising is prohibited in the medium through which it is disseminated.

In order to prevent any supposition of illegal indirect advertising within the meaning of the previous paragraph, corporate advertising shall at least fulfil the following conditions:

a) no corporate name, business name or other distinctive sign substantially identical to a brand whose advertising is prohibited in the medium through which it is intended to disseminate advertising may be used except in the hypotheses considered in this Article;

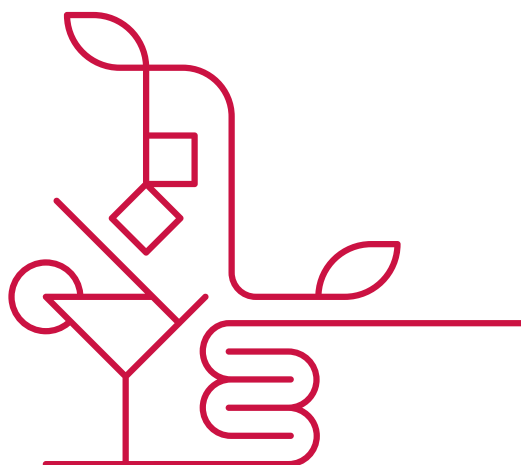
b) the complete corporate name or business name of the advertiser must be given;

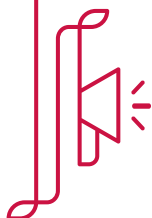
c) the design of the advertising message must not evoke a beverage or brand, even without its being expressly mentioned, the advertising of which is prohibited through the medium in which it is intended to disseminate the advertising, using all necessary means to ensure that the consumer perceives without any

confusion that it is not a question of advertising a beverage or brand prohibited in the medium through which it is intended to disseminate the said advertising;

d) it may not immediately precede or follow or coincide in time with advertising campaigns for brands or beverages leading to the recipient's possibly establishing a direct link between them.

**10.3** In particular, it shall be legal to use corporate advertising which, complying with the above-mentioned criteria, is carried out on the occasion of events of relevance to the legal-business life of the company which reasonably justifies its use, such as a stock exchange flotation or a share or bond issue.





## Article 11: Brand extension advertising of spirits drinks

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**11.1** The use of a brand of one of the beverages to which this Code applies to designate another product, alcoholic or otherwise, or a service is the right of a company established by legal edict.

**11.2** Nevertheless, advertising a product identified through a brand identical or similar to one of the beverages to which this Code applies must not be used as a form of indirect advertising of the said beverage in media in which its advertising is prohibited.

In order to prevent any supposition of illicit indirect advertising within the meaning of the previous paragraph, brand extension advertising for the products to which this Code applies shall fulfil the following conditions at least:

**a)** it must correspond to a real and reasonable intention to place the new product on the market;

**b)** once the product has been launched on the market, for its advertising to continue it must be possible to demonstrate that an average weighted distribution is being made, detectable on an independent index confirming its continued marketing;

**c)** it must clearly identify the product that is the subject of the advertising, so that the consumer is aware of its nature, using all necessary means to ensure that the consumer perceives without any confusion that it is advertising for a product different from that whose advertising is prohibited in the medium in which it is intended to disseminate it;

**d)** the advertising must not use common slogans, images or motifs that can be associated by the consumer with previous, simultaneous or subsequent campaigns relating to the beverage whose advertising is prohibited in the medium in which its intended to disseminate it.

**11.3** When the brand extension is made to other alcoholic beverages, at hours and/or in media in which the advertising of spirits is prohibited, in addition to the provisions of the previous paragraphs, the advertising must clearly identify the product being advertised so that the consumer perceives without error that it is the advertising of a product other than the spirituous beverage.

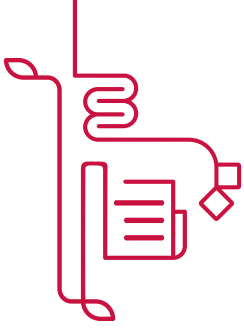
In that hours and/or in such media, unless required by law, no reference may be made or shown to the spirit drink with which the distinctive sign shares, not even in a secondary or accessory manner or under the pretext of pointing out the differences between the two.

When the alcoholic beverage is a combined drink, that is, obtained by mixing spirituous beverages and non-alcoholic beverages and/or one or more food products, the legal denomination of the spirituous beverage contained in the product may not be used in isolation, but must be mentioned together with the non-alcoholic beverage or food product with which it is combined.

**11.4** When the brand extension is made to beverages without alcoholic graduation (0.0), at times and/or in media where the advertising of







spirits is prohibited, in addition to the regime provided for in section 11.2, the advertising shall comply with the following conditions:

a) will allow the consumer to easily recognize that the advertised product is a non-alcoholic beverage;

b) without prejudice to the use of the word mark of the spirit drink with its characteristic the spirituous, it may not be separated the term "alcohol-free" or "0.0"; and

c) the use of the legal denomination of the specific spirit drink on which the product has been spirituous beverage on which the preparation of such product has been based shall be prohibited at times and/or in media where the advertising of spirituous beverages is prohibited. In these cases, this prohibition shall also apply when the use of the name of the corresponding spirit drink is used together with words such as "genre", "type", "style", "made", "aroma", "flavor" or other similar terms.





## Article 12: Sponsorship

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**12.1** Sponsorship is that activity whereby a natural or legal person, called the sponsor, contributes towards the financing of any kind of social, cultural or sports event or a spot in communication media to the benefit of another natural or legal person, called the sponsored, with the objective of promoting the name, brand, image, activities or relations of the sponsor.

Simply contracting for static advertising at events does not constitute sponsorship, which in any case must comply with the legislation applicable in this field.

**12.2** Sponsorship, and especially sponsorship of radio and television programmes, shall comply with the applicable legislation concerning the advertising of alcoholic beverages.

In so far as the beverages to which this code applies are concerned, FEBE member companies may not:

- a) sponsor events specifically aimed at or minors or in which minors mostly participate;
- b) sponsor events on television or radio at times when the advertising of such beverages is prohibited.

For the purposes of this code, it shall be understood in all cases that there is promotion in the media when there is a consideration for the media by the member company, either directly or through the organizer of the event or any other interposed person. However, it shall be understood that there is no promotion when the event is of informative interest in itself or is part of sports competitions, programs, cultural or social cycles or series, and other events, provided that all of them are of an official nature.



# Article 13:

## Advertising through influencers

**13.1** Influencer is a person who is considered to have a high level of influence on the public due to his or her high number of followers on social media and/or digital communications and who interacts both through tweets, videos and posts, as well as through blog posts or other messages.

The publications of an influencer are considered advertising for the purposes of this code and without prejudice to current legislation when:

- a) are aimed at the promotion of products or services;
- b) are disclosed within the framework of reciprocal collaborations or commitments, being the disclosure of such content the object of a payment or other consideration by the advertiser or its representatives; and,
- c) the advertiser or its agents exercise editorial control over the content disclosed (by pre-establishing all or part of it and/or validating it).

On the other hand, this code does not apply to content that is purely editorial in nature, nor to content that is disclosed by influencers on their own content disclosed by influencers who respond to their own initiative, without relationship with the advertising company or its agents. In this sense, shall be considered as consideration, among others: direct payment (or indirect payment through agencies), free delivery of a product, free tickets to events, free provision of a service, gift tickets, gift bags and trips, as well as any other type of remuneration or retribution.

**13.2** When they are available, influencers should use verification mechanisms in order to verify the age on digital platforms to prevent minors from accessing this content.

Where possible, the age gate may be activated in a way that affects only specific content agreed with, or derived from agreements with the brand, without the need to apply the age gate to the influencer's entire profile.

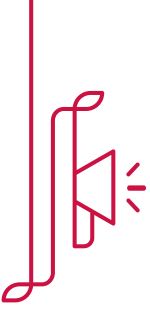
**13.3** On platforms where age verification mechanisms are not available, may only collaborate with influencers who are at least 25 years old and target audiences where at least 70% are over the age of 18. If the platform the influencer uses does not provide statistics on user age ranges, influencers must target audiences that can reasonably be expected to be at least 70% over the age of 18.

**13.4** Influencers that make advertising of beverages covered by this code must not have any connection with the abusive or improper consumption of alcoholic beverages or have any reputation associated with irresponsible consumption.

**13.5** It is recommended that all influencers have a written agreement with the drinks' brand covered by this code in order to do the advertising, signed with both parties, it must be included:

- a) information regarding relevant legal requirements in the national/regional context, or both;





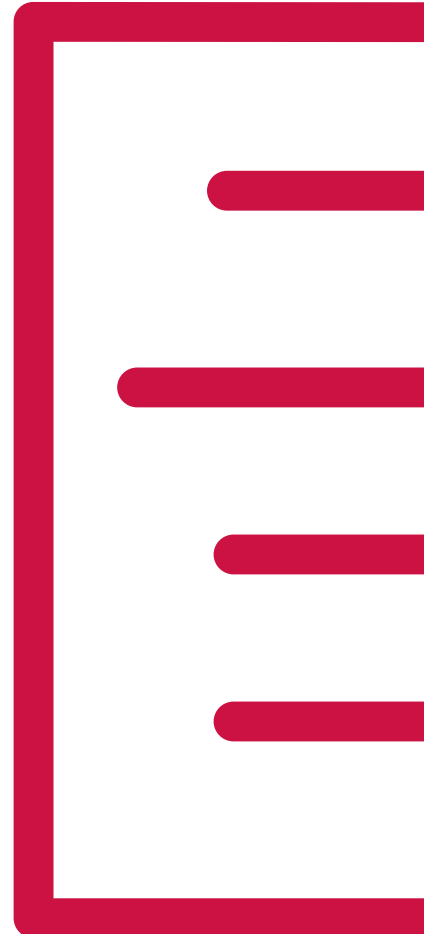
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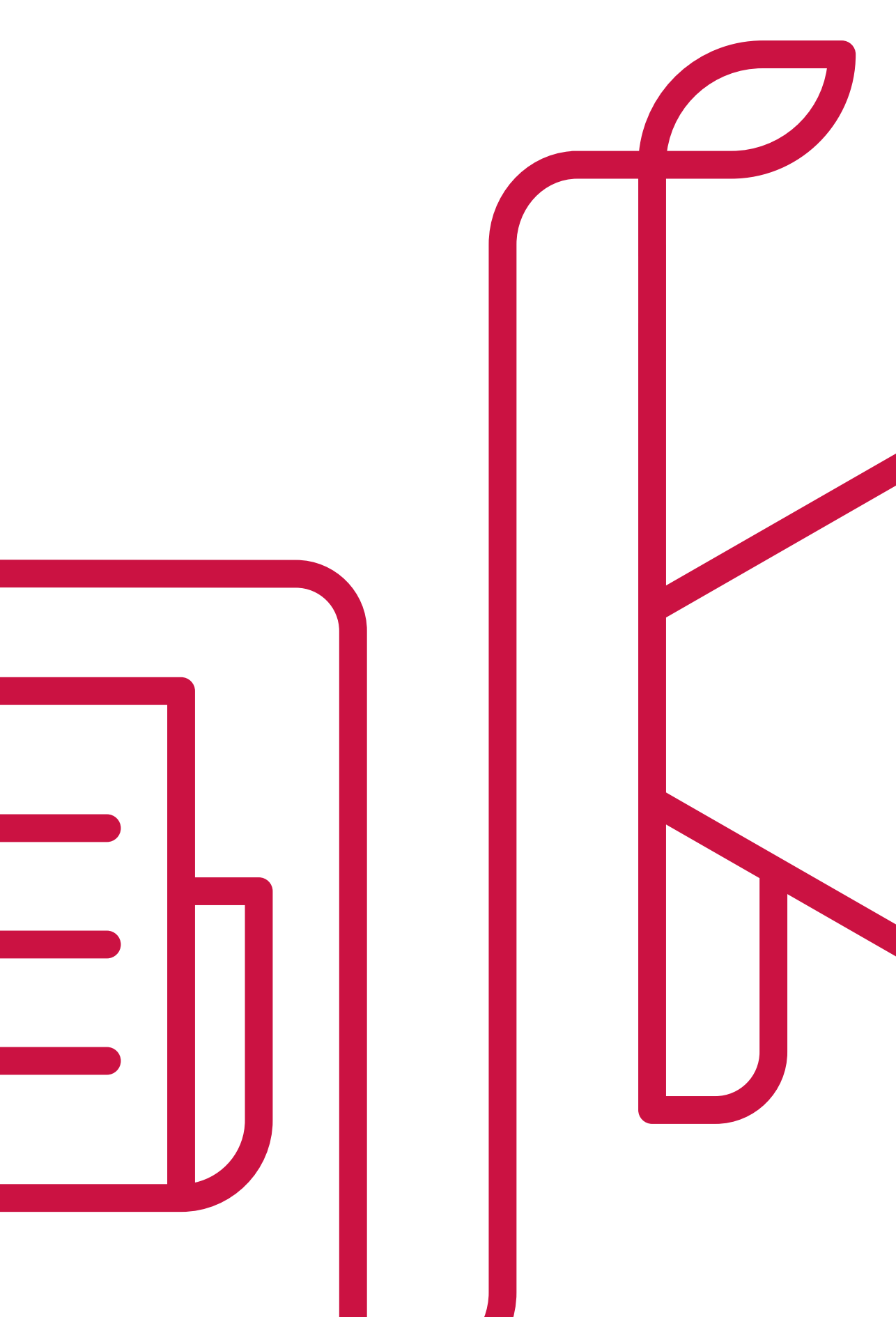
**b)** disclosure guidelines, asking influencers to clearly and visibly disclose their association with the brand;

**c)** liability guidelines: ask the influencer to comply with the self-regulatory advertising code, including the ensure that the content does not encourage abusive or improper consumption of alcoholic beverages and the inclusion of the message of responsible and low-risk consumption;

**d)** best practice tools, e.g., on how to restrict the access to minors in their publications; and,

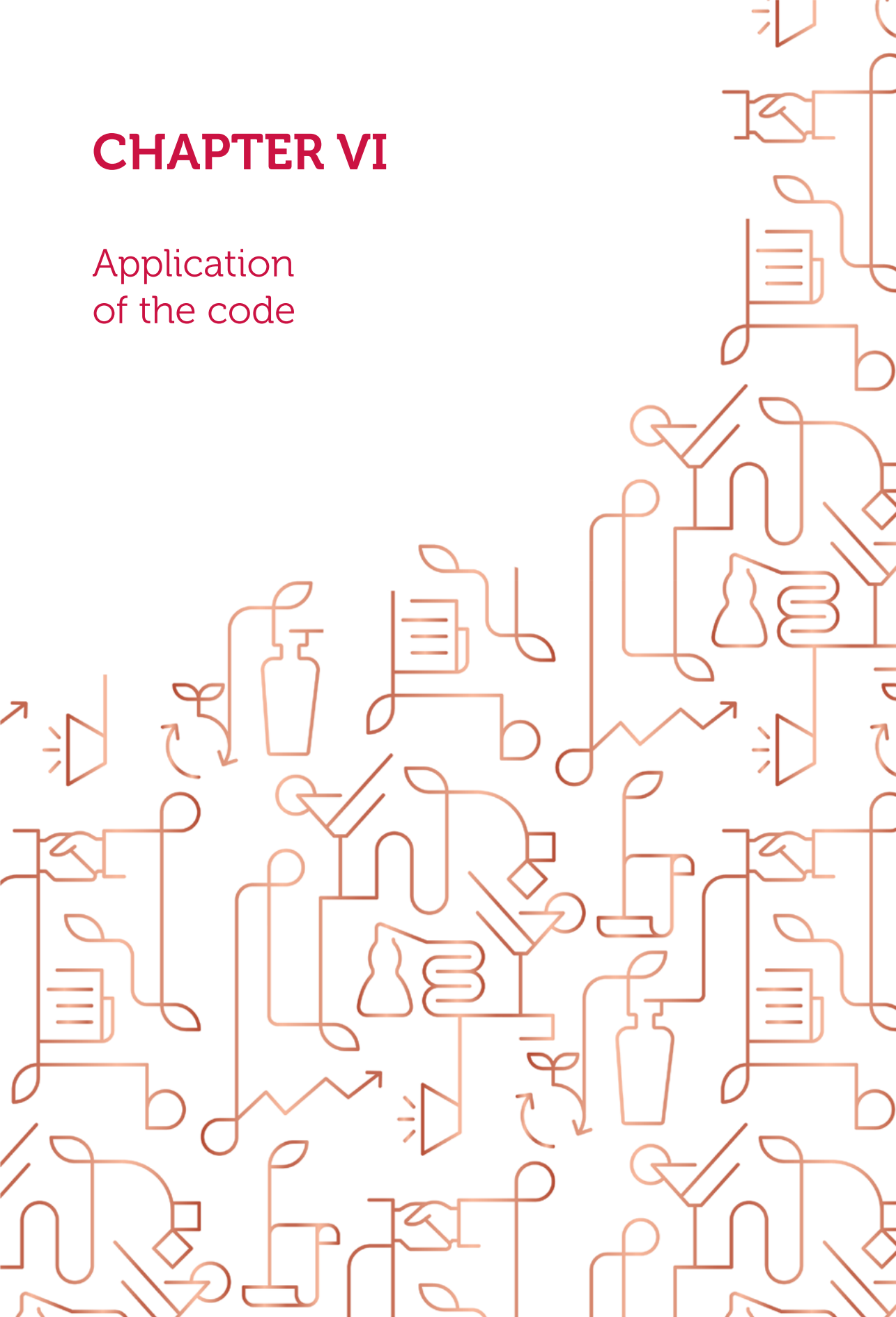
**e)** feedback mechanisms so that influencers can bring any issues related to responsible consumption to the brand.





# CHAPTER VI

Application  
of the code



## Article 14:

### Linking up to the code

FEBE member companies undertake to observe in their advertising the principles set out in this Deontological Code.



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## Article 15:

### Monitoring compliance with the code

**15.1** The monitoring of compliance with this Code lies first of all with the Jurado de Autocontrol. To this effect, FEBE member companies undertake to lodge any complaints against the advertising of other member companies with the Jurado de Autocontrol in the first instance, prior to recourse to the Courts, and immediately to observe and comply with any resolutions issued by the Jurado de Autocontrol in relation to the Code, discontinuing the advertising or making the necessary modifications.

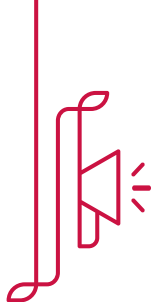
**15.2** As well as FEBE member companies, complaints may also be lodged by FEBE itself with the Jurado de Autocontrol concerning failure to comply with the principles of this Code, either of its own accord or on a request by a member company or an individual, such as a consumer.

**15.3** For the effective application of this Code and the processing and resolution of any complaints made against the advertising of FEBE member companies, the Jurado de Autocontrol will follow the provisions of its Regulation.

**15.4** FEBE reserves the right granted to it in its Statutes to expel any of its members who continue to carry out advertising that has been declared contrary to the legislation in force concerning the advertising of the beverages to which this Code applies or to the deontological principles contained in this Code by the Jurado de Autocontrol or by a Court.

Likewise, FEBE reserves the right to have recourse to the Courts should any of its members fail to comply with a resolution issued by the Jurado de Autocontrol relating to an offence against the legislation in force concerning the advertising of the beverages to which this Code applies.



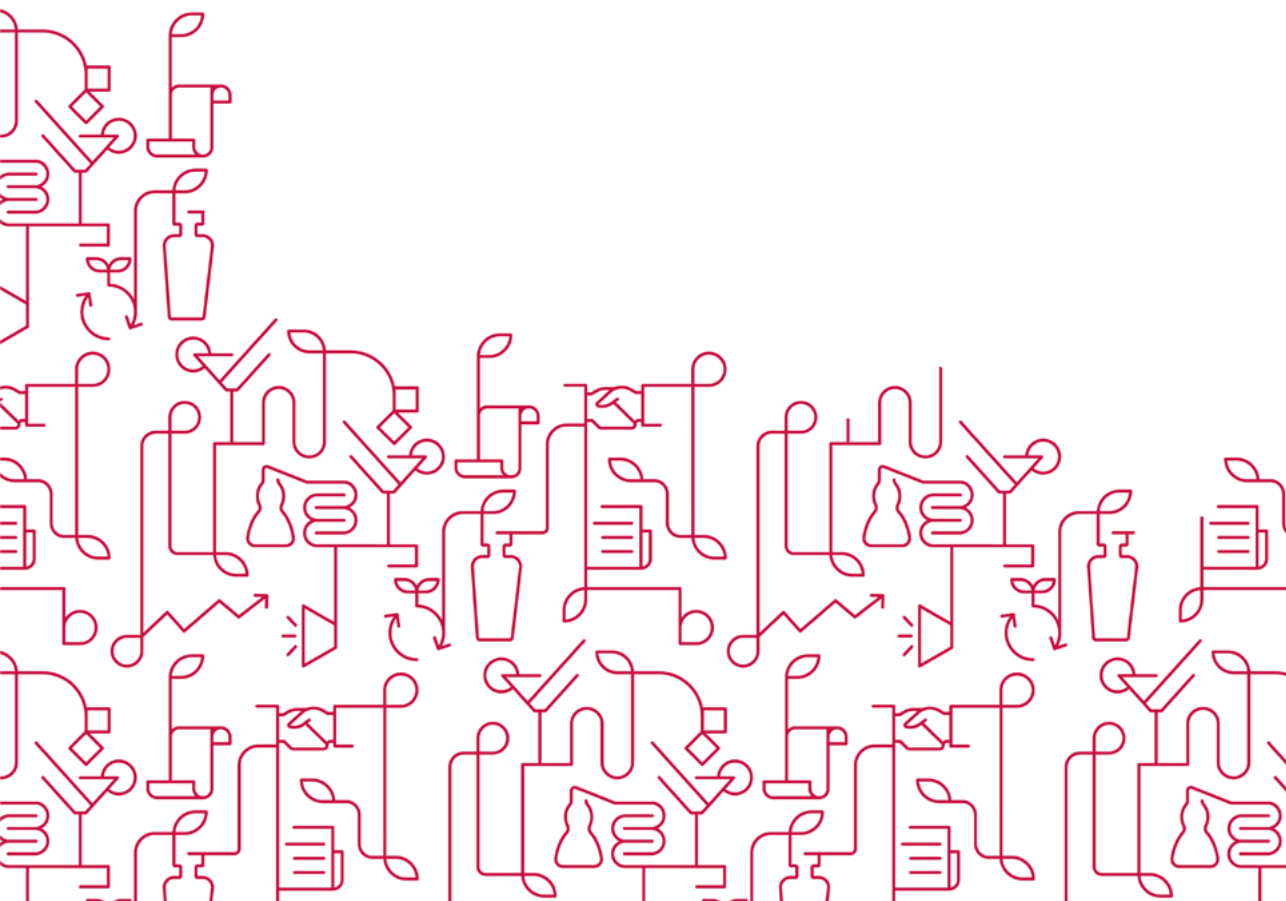


## Single Final Provision

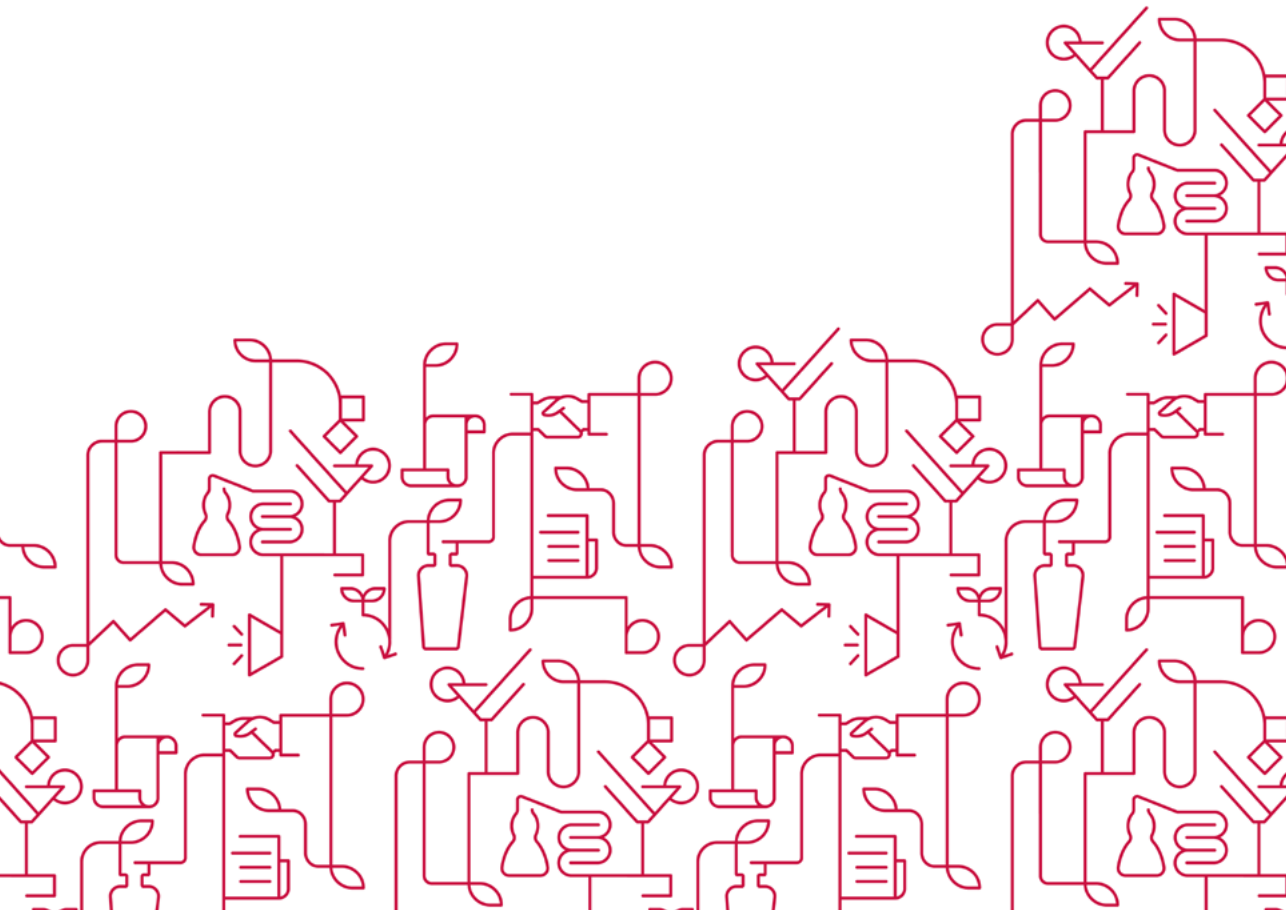
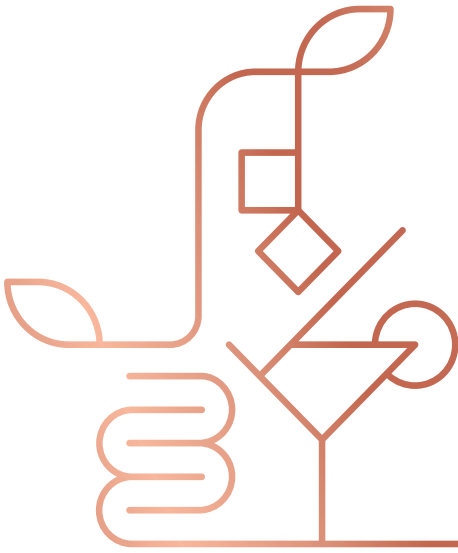
### Entry into force of the code

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This Code shall come into effect for all advertising contracted for or disseminated (whatever the medium or the form of dissemination) as from **25 of May of 2023**, the moment when was communicated to the members.









**ESPIRITUOSOS**  
ESPAÑA