

Turkey – Proposed warning messages on alcoholic drink containers, and restrictions on the use of trademarks for non-alcoholic versions of alcoholic drinks (new). Turkey's proposed measure seeks to protect the health of minors, drivers, and pregnant women while increasing consumer information. It requires exporters supplying alcoholic drinks to the Turkish market to place the message "Alcohol is not your friend" on their products, and to indicate the amount of residual alcohol in the inner package of non-alcoholic beverages, or to place the message "alcohol was fully removed". Non-alcoholic drinks would not be allowed to use the brands of alcoholic drinks, and vice versa.

Canada, United States, Mexico and the European Union argued that these requirements will be costly and complex for exporters, and said it should be made clear to consumers that only excessive alcohol consumption is dangerous. They asked Turkey to justify the measure more clearly with scientific evidence. They asked if Turkey has considered measures that do not restrict trade so much, such as information campaigns to achieve its goals. A number of members were also concerned that separating alcoholic and non-alcoholic brands affect intellectual property rights.

Turkey assured the members that domestic and foreign products would be treated equally, that a full 10 month transition period would be provided to allow industry to adapt to the new legislation, and that it would respond to all remaining concerns.

http://www.wto.org/spanish/news_s/news13_s/tbt_29oct13_s.htm#stc