

**Fuente:** [https://www.wto.org/spanish/news\\_s/news20\\_s/tbt\\_27feb20\\_s.htm](https://www.wto.org/spanish/news_s/news20_s/tbt_27feb20_s.htm)

### ***Peru – Advertising warnings of food products***

*Several members expressed concern about a new Peruvian measure that would ban the use of adhesive labels for food and beverages to comply with labelling requirements on advertising warnings. Costa Rica, Chile, the United States, Brazil, Colombia, the European Union, Guatemala and Korea said that this change would create an unnecessary barrier to trade and would place a burden on small business to adjust. Peru was urged to modify the measure to allow for the use of less trade restrictive alternatives, such as stickers.*

*Peru said the measure sought to achieve the legitimate objective of protecting public health, especially of the most vulnerable members of the population, and of providing adequate information to consumers.*