

COMMUNIQUÉ ON WARNING MESSAGES TO BE AFFIXED ON THE PACKAGING OF ALCOHOLIC BEVERAGES

Purpose

ARTICLE 1- This Communiqué has been prepared to regulate the matters concerning health warnings to be affixed on the packaging of alcoholic beverages as provided for in the eighth paragraph of Article 6 of the Law No. 4250 as amended by the Law No. 6487 of 11/06/2013.

Procedures and principles concerning warning messages

ARTICLE 2- The following three graphical warning messages and one text warning message shall be used all together in the inner and outer packaging excepting the bottom of alcoholic beverages authorised for placing on the market:



(4) Alcohol is not your friend.

These warning messages shall hereinafter be referred by the numbers adjacent to the messages above.

Alcoholic beverages not carrying warning messages may not be placed on or sold in the internal market.

Warning messages may not in any manner be hidden, covered up or cut off. Banderoles, stamps or similar additions may not be written on them. Warnings must be printed as fixed and indelible.

The text shall be in regular statement format with numerals bold, other parts in lower case letters with the initial capitalized.

Affixation of warning messages

ARTICLE 3-

a) Form of affixation:

- They shall be affixed directly onto the packaging, onto the stickers affixed directly onto the packaging or onto the label.
- They shall be placed on an easily visible spot, as clearly legible black text on white background.

b) Fonts must be

- Helvetica,
- Normal,
- In single line and with standard character spacing.

c) Font size must not be smaller than

- 14 points for warning messages to be affixed onto the outer packaging;
 - 12 points for products with packaging volume of greater than 100 cl;
 - 10 points for products with packaging volume between 70 (included) – 100 cl (included);
 - 9 points for products with packaging volume between 50 (included) – 70 cl;
 - 8 points for products with packaging volume between 35 (included) – 50 cl;
 - 7.5 points for products with packaging volume between 20 (included) – 35 cl;
 - 7 points for products with packaging volume between 10 (included) – 20 cl;
 - 6 points for products with packaging volume smaller than 10 cl.
- d) The total area of the warning message and the dimension of each warning message must not be smaller than the following figures:
- For outer packaging;
Total area: 30.0 square centimetres,
Bottom length for warning message no.1: 2.5 centimetres, height: 2.2 centimetres,
Diameter for warning messages no.2 and 3: 2.2 centimetres,
 - For products with packaging volume of greater than 100 cl;
Total area: 26.0 square centimetres,
Bottom length for warning message no.1: 2.0 centimetres, height: 1.8 centimetres,
Diameter for warning messages no.2 and 3: 2.1 centimetres,
 - For products with packaging volume between 70 (included) – 100 cl (included);
Total area: 18.0 square centimetres,
Bottom length for warning message no.1: 1.6 centimetres, height: 1.5 centimetres,
Diameter for warning messages no.2 and 3: 1.7 centimetres,
 - For products with packaging volume between 50 (included) – 70 cl;
Total area: 14.0 square centimetres,
Bottom length for warning message no.1: 1.6 centimetres, height: 1.5 centimetres,
Diameter for warning messages no.2 and 3: 1.7 centimetres,
 - For products with packaging volume between 35 (included) – 50 cl;
Total area: 11.0 square centimetres,
Bottom length for warning message no.1: 1.3 centimetres, height: 1.2 centimetres,
Diameter for warning messages no.2 and 3: 1.4 centimetres,
 - For products with packaging volume between 20 (included) – 35 cl;
Total area: 9.5 square centimetres,
Bottom length for warning message no.1: 1.2 centimetres, height: 1.1 centimetres,
Diameter for warning messages no.2 and 3: 1.2 centimetres,
 - For products with packaging volume between 10 (included) – 20 cl;
Total area: 9.0 square centimetres,
Bottom length for warning message no.1: 1.2 centimetres, height: 1.05 centimetres,
Diameter for warning messages no.2 and 3: 1.1 centimetres,
 - For products with packaging volume smaller than 10 cl;
Total area: 7.0 square centimetres,
Bottom length for warning message no.1: 0.9 centimetre, height: 0.8 centimetre,
Diameter for warning messages no.2 and 3: 0.7 centimetre.

In addition, each warning message and the total area of the warning message

- Must be outlined in a line of flag red colour not thinner than 1mm and not thicker than 2 mm. The outline must be such that it shall not interfere with the text of the warning message.

Examples of warning messages that may be used in various packaging sizes are provided in the Annex.

Placing on the market

ARTICLE 4- The packaging of alcoholic beverages shall be made compliant within ten months from the publication of this Communiqué; those not compliant may not be placed on the market from this date.

Entry into force

ARTICLE 5- This Communiqué shall enter into force on the date of publication.

Execution

ARTICLE 6 – The President of the Tobacco and Alcohol Regulatory Authority shall execute this Communiqué.

ANNEX
Example Affixations of Warning Messages



Outer packaging:
30 cm²



Greater than 100 cl:
26 cm²



Between 70 (included) - 100 cl (included):
18 cm²



Between 50 (included) - 70 cl:
14 cm²



Between 35 (included) - 50 cl:
11 cm²



Between 20 (included) - 35 cl:
9.5 cm²



Between 10 (included) - 20 cl:
9 cm²



Smaller than 10 cl:
7 cm²