



**Ministerial Regulation  
On  
Criteria and Conditions for Displaying the Symbol for Advertising or Public  
Relations of Alcoholic Beverage  
B.E. 2553 (A.D. 2010)**

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By virtue of Section 4 and Section 32 paragraph two of the Alcohol Control Act, B.E. 2551 (A.D. 2008), which contains provisions in relation to the restriction of rights and freedom of persons, for which Section 29 in conjunction with Section 41, Section 43 and Section 45 of the Constitution of the Kingdom of Thailand prescribes that such restriction can be made by virtue of the provisions of law, the Prime Minister hereby issued the Ministerial Regulation as follows:

Clause 1. In this Ministerial Regulation:

“Symbol of alcoholic beverage” means the picture of trademark of alcoholic beverage registered under law governing trademark.

“Symbol of company manufacturing alcoholic beverage” means the picture of symbol of the company manufacturing alcoholic beverage that has been registered as a company under applicable law and does not repeat with or causes the misunderstanding that it is the symbol of the alcoholic beverage.

Clause 2. Display of symbol of alcoholic beverage or symbol of company manufacturing the alcoholic beverage made by the manufacturer of the alcoholic beverage shall be used in conjunction with provision of information and creative knowledge without the purpose to show the properties, qualifications, or quality of the alcoholic beverage or persuade people to drink such alcoholic beverage, either directly or indirectly.

Provision of information and creative knowledge as mentioned in paragraph one above shall clearly give any knowledge or fact in the manner that promotes morality and culture or creates good value of the society, without displaying pictures of the products or packages or any parts of the products or packages of the alcoholic beverage.

Clause 3. Symbol of the alcoholic beverage or symbol of the company manufacturing the alcoholic beverage shall be in conformity with the following requirements:

(1) Not being the picture of the alcoholic beverage or package or any part of the alcoholic beverage or package;

(2) Not containing any message that shows the properties, qualifications and quality of the alcoholic beverage;

(3) Not persuading people to drink the alcoholic beverage, either directly or indirectly; and

(4) Not showing any pattern, characteristic or picture that may communicate or make people understand that it is the picture of the alcoholic beverage or package of the alcoholic beverage.

Clause 4. The display of symbol of the alcoholic beverage or symbol of the company manufacturing the alcoholic beverage under Clause 2 shall be in conformity with the criteria for each type of the media as follows:

(1) In case of using television media, projection, movies, videos, display of images through electronic instruments or any other media of the same nature, the picture of symbol shall not be over 5% of the whole advertising area and the duration for displaying such symbol shall not exceed 5% of the total advertising time, but under any circumstance the duration of display of such symbol shall not be over two seconds. The advertising can be broadcasted from 2200 to 0500 hours and such symbol may be shown only at the end of the advertising.

(2) In case of printed media, the symbol shall not exceed 5% of the whole advertising area and it shall not be displayed on the front and back cover, two central pages, or any materials used to wrap such printed media.

(3) In case of other media apart from (1) and (2), size of the symbol shall not exceed 3% of the advertising area in such media.

In this regard, warning message shall be displayed every time and all the time during the display of symbol of alcoholic beverage or symbol of the company manufacturing the alcoholic beverage. Pattern of the warning message shall be as designated by the Alcoholic Beverage Control Committee

Given on this 29<sup>th</sup> day of March B.E. 2553 (A.D. 2010)

Abhitsit Vejjajiva  
Prime Minister

**Remark:-** The reason for the proclamation of this Ministerial Regulation is that, whereas Section 32 paragraph two of the Alcohol Control Act, B.E. 2551 (A.D. 2008) requires that any advertising or public relations made by manufactures of alcoholic beverage of all kinds can be done only for the purpose of giving information and creative knowledge without displaying pictures of the products or packages except for the display of symbol of such alcoholic beverage or symbol of the company manufacturing the alcoholic beverage as stipulated in the Ministerial Regulation, an issuance of this Ministerial Regulation is necessary.