



Notification of the Alcoholic Beverage Control Committee
Re: Pattern and Method for the Display of Symbol of Alcoholic Beverage or
Symbol of the Company Manufacturing the Alcoholic Beverage
B.E. 2553 (A.D. 2010)

Whereas the Ministerial Regulation on Criteria and Conditions for Displaying Picture of Symbol for Advertising or Public Relations of Alcoholic Beverage, B.E. 2553 (A.D. 2010), issued in pursuance of paragraph two of Section 32 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, has come into force, and paragraph two of Clause 4 of the said Ministerial Regulation requires a warning statement to be displayed every time and all the time during the display of picture of symbol of alcoholic beverage or symbol of the company manufacturing the alcoholic beverage, provided that the pattern of the warning statement shall be as designated by the Alcoholic Beverage Control Committee. The Alcoholic Beverage Control Committee hereby issues a notification as follows:

Clause 1. Display of the warning statement for symbol of the alcoholic beverage or symbol of the company manufacturing alcoholic beverage shall be 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 warning statement shall be shown both in the form of audio and text as described below.

(a) If the warning statement is shown in the form of audio, every syllable must be made clear and the meaning of the statement must be understandable. The volume of the warning statement shall be of the same level as that of the main message of the advertising. Moreover, the warning statement shall be shown for the duration of not less than two seconds.

(b) If the warning statement is shown in the form of text, it shall be superscript text in Thai using bold “Angsana New” or other similar fonts. The text shall be in white contained in the warning frame on dark black background. The text must be easy to read and see with the height of not less than 1/3 of the warning statement frame. The frame line and warning statement shall have clearly different colors from the background color of the advertising. The warning statement frame

shall be a rectangle covering the area of not less than 1/4 of the total advertising area and it shall stretch throughout the horizontal length adjacent to the upper edge of the screen. In this regard, the warning statement shall be shown for the duration of not less than two seconds.

(2) In case of printed media, the warning statement shall be shown in the form of text using Thai bold “Angsana New” or other similar fonts. The warning text shall be in white contained in a frame on the dark black background, easy to read and see. The text’s height shall not be less than 1/3 of the warning statement frame. The frame line and warning statement shall have clearly different colors from the background color of the advertising. The warning statement frame shall be a rectangle covering the area of not less than 1/4 of the total advertising area and it shall stretch throughout the horizontal length adjacent to the upper edge of the advertising area.

(3) In case of other media apart from those under (1) and (2) above, the warning message shall be shown horizontally on top of the advertising area using bold Thai “Angsana New” or other similar fonts. The warning statement shall be in white text on the dark black background with the height of not less than 1/3 of the warning statement frame. The text shall be easy to read and see. The warning statement shall cover the area of not less than 1/4 of the advertising area.

Clause 2. One of the following warning statements shall be displayed.

- (1) “Liquor consumption could lead to cancer”
- (2) “Liquor consumption could lead to impotency”
- (3) “Liquor consumption could lead to disability and death”
- (4) “Liquor consumption could lead to quarrel and crime.”
- (5) “Liquor consumption could harm family and society.”

Clause 3. For the display of warning statement under Clause 2, if the alcoholic beverage is beer or wine, the term “Liquor” shall be changed to “beer” or “wine”, as the case may be. In case of the alcoholic beverage of another type or instantly mixed alcoholic drink, the term “Liquor” shall be used.

Regarding the display of symbol of the company manufacturing alcoholic beverage, the term identifying product that is any kind of alcoholic beverage of such company shall be used.

Clause 4. If there are any problems regarding the application or implementation of this notification, competent officers shall submit the matters to the Alcoholic Beverage Control Committee for consideration and judgment.

Clause 5. This Notification shall come into force as from the day following the date of its publication in the Government Gazette.

Notified on this 27th day of February B.E. 2553 (A.D. 2010)

Jurin Laksanavisit
Public Health Minister
Chairperson of the Alcoholic Beverage Control Committee