



**Asia-Pacific
Economic Cooperation**

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Session 1, Part B

Thai Regulations on Alcoholic Beverages

Submitted by: Thailand



Seminar on Key Issues in Wine Regulation
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Thai Regulations on Alcoholic Beverages

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Authorities relevant to wine

- Ministry of Industry
- Ministry of Finance
- Ministry of Public Health



DDC Proposal
Draft Notification on Alcoholic Beverages Control
(Re: Criteria, Procedures and Requirements for Alcohol
Beverage Packages or Pictorial Labels/Warning Statements on
Local or Imported Alcohol Beverages)

Date proposed: 25 March 2009

Entry into effect: -

Current status: Draft proposal, currently under studies, reviews, public hearing

(Notified to WTO: 21 January 2010)

Content

- Specifies package sizes for alcoholic beverages;
- Prohibits use of label that may mislead consumers to believe that the content can improve health or has lower toxic level than other brands;
- Requires inclusion in the label of the statement:
“The sale of alcoholic beverages to persons under 20 years of age is prohibited and subject to the penalties of one-year imprisonment or 20,000 baht fine”;
- Specifies 6 types of pictorial labels with warning statement for display on packages: all 6 types are required to be used and rotated at 1,000 package intervals.
- **Exempts** locally made or imported alcoholic beverages which are destined for:
 - distribution out of the territory of Thailand;
 - specific purposes as samples for testing, analysis, or research;
 - non-commercial benefits in the territory.

6 types of pictorial labels/warning statements



Type 1 “Drinking can cause liver cirrhosis”



Type 2 “Drink driving can cause disabilities and death”



Type 3 “Drinking can lead to loss of consciousness and even life”



Type 4 “Drinking has deleterious effect on sexual performance”

ดื่มสุรา ทำร้ายตัวเอง ทำลาย
ลูกและครอบครัว



Type 5 “Drinking can lead to abusive and destructive behaviour towards one’s self and family”

ดื่มสุรา เป็นแบบอย่างที่ไม่ดี
ต่อเด็กและเยาวชน



Type 6 “Drinking has bad influence on children and minors”

Technical Report:

Why Thailand should have the pictorial warning label on alcoholic beverage packages?

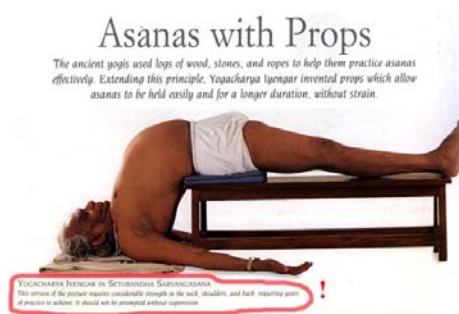
- Alcohol is a Non-ordinary Commodity
- Effectiveness of pictorial warning messages
- Technical evidence for warning messages

Conclusion: Why pictorial warnings?

They tell much faster than words, and much better.
SO, WHY NOT?

EXAMPLE:

- Yoga is good for health (though it may take years of practice and control, aches and pain).



Δικεωσισε δρινκινγ?

= LifeWise dRinking!



Santé!

**Thank
You.**