Thai Regulations on Alcoholic Beverages

Submitted by: Thailand
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”
Type 5 “Drinking can lead to abusive and destructive behavior towards one’s self and family”

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

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

Conclusion: Why pictorial warnings?

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

Example:
- Asanas with Props
  - The ancient yogis used props of wood, stones, and steps to help them practice asanas to avoid aches and pain.
  - These can include pillows, blankets, or other supports to make the practice more accessible and comfortable.
Santé!
Thank You.