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Voluntary standards regarding the display of alcoholic beverage symbols on low-alcohol liqueurs, etc.

Established on May 19, 2000

Revised April 23, 2002; Revised November 16, 2006

Japan Western Sake Brewery Association

(the purpose)

Article 1 These voluntary standards (hereinafter referred to as "the standards") apply to the containers or packaging of low-alcohol liqueurs, etc.
By establishing methods for displaying the alcohol mark attached to the product, etc., low-alcohol liquor will be made available to general consumers.
The purpose is to prevent confusion between alcoholic beverages and other non-alcoholic drinks such as soft drinks and fruit juices.

(definition)

Article 2. In these standards, "low-alcohol liqueurs, etc." refers to the Liquor Tax Law (Law No. 6 of 1953)
Liqueurs as defined in Article 3, item 21, spirits as defined in Article 3, item 20, and Article 3, item 1
This refers to sweet fruit wines as defined in Article 4, with an alcohol content of less than 10%.

2. In these standards, "business operator" means the Act on the Preservation of Liquor Tax and Liquor Industry Associations, etc. (Law No. 1953)
7) Among the alcoholic beverage manufacturers specified in Article 2, Paragraph 2, those who manufacture and sell low-alcohol liqueurs, etc.
It refers to someone who does something.

(Alcohol symbol displayed)

Article 3 Businesses shall display the liquor mark on the containers or packaging of low-alcohol liqueurs, etc.
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(How to display the alcohol symbol)

Article 4 The display of the alcohol mark specified in Article 3 shall be carried out in the following manner:

(1) Alcohol symbol, etc.

i. The alcohol mark shall be a circular (or elliptical) shape with the word "alcohol" written inside.

ii. The font should be Gothic.

iii. The word "alcohol" should be written horizontally.

iv. The character for "sake" should have the furigana reading "sake" attached to it.

v. The color of the parts of the circle other than the text should be a contrasting color to the background color of the label, etc., so that the liquor mark stands out.
Make it clear.

vi. White lettering and color printing are permitted.

vii. No patterns shall be applied to the inside of the circle or around the circle.

(2) The size of the "alcohol" text on the alcohol symbol

The size of the "Alcohol" lettering on the alcohol symbol will vary depending on the container capacity, as follows:

Less than 350 ml; 20-point font or larger.

350 ml or more, 24-point font or larger.

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(3) Display location

The alcohol mark shall, in principle, be displayed at the bottom of the main display surface.

If there are two or more marking surfaces, the markings shall be displayed on each respective surface.

(General display guidelines)

Article 5. When a business operator labels the container or packaging of low-alcohol liqueurs, etc., it shall indicate "soft drink" or "fruit."

Care will be taken with the colors, designs, etc., to prevent them from being mistaken for beverages other than alcoholic drinks.

Supplementary provisions

1. These standards shall come into effect on June 1, 2000.

However, the display of the alcohol mark as stipulated in Article 3 shall be determined based on the existing stock of containers, labels, etc.

Preparations and other reasons

Therefore, the display may be started after the effective date, and even in that case, it should be implemented as soon as possible.

do.

2. The alcoholic beverage mark specified in these standards shall apply to alcoholic beverages that are required to display the alcoholic beverage mark in accordance with these standards.

This does not preclude its use in alcoholic beverages other than those specified.

Supplementary provisions

These standards shall come into effect on May 1, 2002. However,

regarding the display of the liquor mark in the revised font size specified in Article 4, existing containers,

Labels, etc.

Due to inventory levels and preparation requirements, etc., the display may be started after the effective date, and in that case

It's also possible.

We will implement it as soon as possible.

Supplementary provisions

These standards will come into effect on December 7, 2006.

[Reference] Image of the alcohol symbol (one example)

1. Less than 350 ml (20-point type)

(1) Circle

(2) Elliptical

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2. 350ml or more (24-point type)

(1) Circle

(2) Elliptical