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Attachment 2

Voluntary standards regarding advertising and promotion of alcoholic beverages and labeling of alcoholic beverage containers

Established on December 9, 1988

Final revision on July 1, 2026

Liaison Council on Alcohol Consumption

I. Basic Concepts

1. Since alcoholic beverages have characteristics as intoxicating drinks, businesses involved in the manufacture and sale of alcoholic beverages...

This includes preventing illegal activities such as underage drinking and drunk driving, as well as inappropriate drinking.

It is necessary to stop this and fulfill our social responsibility to foster a responsible drinking environment.

2. In order to respond to these social demands, alcohol businesses should consider advertising and promoting alcoholic beverages.

When labeling containers, it is essential to comply with laws and regulations, and in addition, to adhere to standards that one should respect.

To that end, the government has established "Voluntary Standards Regarding Advertising and Promotion of Alcoholic Beverages and Labeling of Alcoholic Beverage Containers" and is committed to ensuring compliance with these standards.

While we have made efforts to do so, in light of the recent changes in the environment surrounding alcoholic beverages, the future of the alcoholic beverage industry

From the perspective of ensuring sound development and further protecting consumer interests, these standards will be reviewed continuously.

Further efforts are needed to address these and other social demands.

3. The content of these standards should be implemented while gaining the understanding and support of consumers,

Each alcohol business operator, with awareness and responsibility as a business that handles alcoholic beverages, shall adhere to the spirit of the standards.

It is necessary to take all of this into full consideration and ensure that its operation is carried out flawlessly.

4. Non-alcoholic beverages manufactured and sold by alcoholic beverage businesses are intended for consumption by persons aged 20 or older.

Therefore, the advertising, promotion, and labeling on containers related thereto shall also be in accordance with these voluntary standards.

We will handle it accordingly.

II. Advertising and Promotion

1. Matters concerning the prevention of drinking by persons under 20 years of age.

(1) Content

This conforms to the standards for labeling regarding the prevention of alcohol consumption by persons under the age of 20, as stipulated in the National Tax Agency's public notice.

Regarding the wording, for example, "Drinking alcohol is prohibited by law for persons under the age of 20,"

"Alcohol is for those 20 years of age and older," and so on.

(2) Methods of displaying warnings, etc.

a. Applicable media

Newspapers, magazines, posters, television, radio, the internet, consumer flyers (bread)

(Including frets, etc.)

b. Size of the text, etc.

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Display the image clearly so that it is legible, with a size and exposure time of at least the following.

(a) For newspapers, 14 points or more for full 5 columns or more, and 10.5 points for half 3 columns or more but less than 5 columns.

It should be above the minimum value.

(b) For magazines, print size must be 14 points or larger for B5 size or larger, and 10.5 points for B5 1/2 size or larger but less than B5 size.

It should be above the minimum value.

(c) For posters, B3 size or larger must have a minimum of 20 points, and smaller than B3 size must have a minimum of 14 points.

The following applies. However, in the case of large posters such as those posted at train stations, the size of the poster

This will be taken into consideration.

(d) About television

The exposure time for the warning sign shall be as follows:

A. Ads under 15 seconds; 1.5 seconds or longer.

B. Advertisements between 15 and 30 seconds: 1.75 seconds or longer

C. Ads longer than 30 seconds: 2.0 seconds or longer

(e) Regarding the internet, the size should be such that it is clearly legible, taking into consideration the available display space.

Display it as 'sa'.

(f) For flyers, the minimum font size is 14 points for B5 size or larger, and 10.5 points for B5 1/2 size or larger but less than B5 size.

The minimum points required.

c. font, etc.

(a) The typeface shall be one that is clearly legible.

(b) Warning signs should be clearly displayed in an easily visible location, taking into consideration the use of

color, etc. (c) The following points should be paid particular attention to televisions.

A. Warnings against underage drinking should, in principle, be placed at the end of the advertisement.

This will be done, and if implemented in the middle of an advertisement, sufficient care will be taken to ensure that it is clearly legible.

(For example, leave it blank.)

B. Avoid using long phrases such as "Drinking alcohol is prohibited by law for persons under 20 years of age."

Take precautions such as [mention specific precautions].

C. When displaying multiple warning messages on a single screen, the following shall apply:

ÿ The number of warning items should be no more than

three. ÿ The display should be limited to two

lines. ÿ Displaying three items on a single line is not

permitted. ÿ Displaying items separated vertically or horizontally, or mixing vertical and horizontal writing, is not permitted. ÿ

Displaying items across multiple lines (displaying one item on two or more lines) is not permitted.

D. In order to make warning signs clearly identifiable, the contrast between the text and the background is important.

Appropriate measures shall be taken (e.g., using easily identifiable color combinations or borders).

(utilization, etc.).

(Note) For C and D above, the warning labels specified in II 2 (1) (drinking by pregnant or breastfeeding women, responsible drinking) apply.

(This shall apply mutatis mutandis to matters related to drinking, etc.)

(d) Regarding radio, pay particular attention to the following points:

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A. Warnings against drinking alcohol by persons under 20 years of age should, in principle, be placed at the end of the advertisement.

Yes. However, if the duration of the advertisement is short, this can be omitted.

B. Take sufficient care to ensure that the speech is clearly audible.

(e) Sponsors of television and radio programs must have a viewership of 70% or more who are 20 years of age or older.

In sponsored programs that were confirmed to have been produced under the premise of the above, advertisements for alcoholic beverages were placed.

We will take this into consideration.

(2) Display omitted

Products that are clearly used as seasonings or for medicinal purposes, and those exclusively sold in bars,

For items used for delivery to restaurants and similar establishments, the labeling may be omitted.

(3) Points to note when advertising and promotion

(a) No expressions that encourage, suggest, or induce drinking by persons under 20 years of age. (b) Television

programs, radio programs, newspapers, magazines, internet, etc., targeting persons under 20 years of age.

No advertisements will be placed on the flyers.

(c) Spot advertisements are prohibited immediately before and after television and radio programs aimed at persons under 20 years of age.

Avoid doing it as much as possible.

(d) Persons under the age of 20 shall not be used as models in advertisements. (v)

(e) Persons under the age of 25 shall not be used as models in television advertisements.

Even if the above conditions are met, do not use any language that would make the person appear to be under 25 years old.

(Note) Extras and other performers appearing in the advertisement are excluded.

(f) To primarily use characters and talents that appeal to people under 20 years old as advertising models.

Not used.

(g) The use of alcohol product logos and trademarks on clothing, toys, games, etc., primarily intended for use by persons under 20 years of age is prohibited.

Do not use.

(h) Do not use language that could mislead people into thinking alcoholic beverages are soft drinks.

(i) We will not conduct any campaigns targeting individuals under the age of 20.

(j) The following advertisements will not be displayed on public transport:

a. Vehicle body advertising

b. Exclusive in-car advertising

c. Automatic ticket gate sticker advertisementb.

d. Sticker advertisements on staircases (targeting areas inside station ticket gates)

e. Pillar wrap advertisements (targeting areas inside station ticket gates)

(k) Large, replaceable outdoor advertising boards are installed within 100 meters of elementary, junior high, and high schools.

do not.

2. Matters concerning alcohol and health problems, etc.

(1) Note the following matters, etc.

a. Display content

The following information (a) through (d) shall be displayed.

(a) Regarding the wording of warning labels concerning alcohol consumption by pregnant and breastfeeding women, for example, "drinking during pregnancy or breastfeeding"

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Alcohol may have adverse effects on the development of fetuses and infants.

(b) Regarding the wording of warning labels concerning the consumption of alcoholic beverages and health, for example, "Drink in moderation,"
"Drink alcohol in moderation."

(c) Regarding the wording of warning signs concerning drunk driving, for example, "Drunk driving is prohibited by law."
It is stated as "It is being done."(b)

(d) Regarding the wording of warning labels concerning the recycling of alcoholic beverage containers, for example, "Empty cans should be recycled
Let's call it a "cycle".

b. Applicable media

Newspapers, magazines, posters, the internet, consumer flyers (including brochures)

Let's assume that.

c. Size of text, font, omission of display, etc. (a) The provisions of
II-1 (excluding the provisions relating to television and radio) shall apply mutatis mutandis. (b) In cases where the display
area of the applicable medium is less than 100 cm², the provisions listed in 1(1) and 2(1) (a) above shall apply.
You can arbitrarily select and display one or more items from the displayed content.

(c) When conducting television advertising, the contents of 2(1)a(a) and (b) above shall be displayed.

(2) Expressions not to be used in advertising and promotion

(a) Expressions that lead to excessive drinking

(b) expressions that could lead to coercion into drinking, such as "chugging."

(c) Expressions that induce alcohol dependence. N.

(d) Expressions that encourage drinking during pregnancy or breastfeeding.

(e) Expressions that recommend or encourage drinking during sports or bathing.
("Time" refers to the moments immediately before, during, and immediately after sports, and immediately before and during bathing.)

(f) Expressions that induce drinking during work, which can easily lead to serious accidents.

(g) Expressions that encourage drinking in inappropriate situations, such as dangerous places.

(h) Expressions that lead to drunk driving

(i) In accordance with the spirit of the Product Liability Law (PL Law), expressions that may impair safety are prohibited.

(j) Nu: Expressions that go against environmental protection, including recycling. Ru:

(k) Expressions that go against the spirit of animal welfare.

(l) Wo: No sound effects such as "gulp, gulp" going down the throat will be used in television commercials. Wa: No close-
ups of the throat will be shown in scenes of people drinking alcohol in television commercials.

(m) When using this method, care should be taken to ensure that the shoulders and head are depicted.

(3) Time slots when television commercials are not aired

From 5:00 to 18:00

However, corporate advertising (which appeals to the company's management philosophy, commitment to social contribution, etc.)
This refers to advertisements aimed at improving the image of [the subject], as well as manners advertisements (warnings regarding drinking).
(Drinking by persons under 20 years of age, drunk driving, drinking by pregnant or breastfeeding women, container recycling, responsible drinking, etc.)
This refers to advertisements aimed at raising awareness about public welfare in general. (Excluding those that do not include alcoholic beverages.)
The depiction of drinking (including descriptions of pouring, smelling, etc.) is prohibited.

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III. Alcoholic Beverage Containers

1. Matters concerning the prevention of drinking by persons under 20 years of age.

Displayed in accordance with the law.

2. Matters concerning alcohol and health problems, etc.

(1) Content

The following information (a) through (c) shall be displayed: (a) Regarding the

wording of the warning label concerning alcohol consumption by pregnant or breastfeeding women, for example, "drinking during pregnancy or breastfeeding"

Alcohol may have adverse effects on the development of fetuses and infants.

(b) Regarding the wording of warning labels concerning the consumption of alcoholic beverages and health, for example, "Drink responsibly,"

"Drink alcohol in moderation."

(c) Regarding the wording of warning labels on alcoholic beverage containers, for example, "Empty cans should be recycled..."

Let's call it a "cycle".

(2) Target container

Use a container with a capacity of more than 2.0 liters.

Furthermore, for containers of 2.0 liters or less, one of the labeling contents listed in III 2 (1) above may be used.

We will endeavor to display at least one item of your choice.

(3) Representation methods, etc.

(a) Clearly display the information in a conspicuous place

on the container. (b) The text should be in a consistent Japanese font size of 6 points or larger.

(c) Substances that are clearly used as seasonings or for medicinal purposes, and alcoholic beverages.

For items used for delivery to venues, restaurants, etc., the labeling may be omitted.

can.

3. Matters concerning the amount of pure alcohol

(1) Content

The amount of pure alcohol contained in the product shall be indicated by one of the following methods:

(a) Per bottle (or per container volume)

(b) per 100 ml

(c) Per serving: In this case, the volume per serving shall also be displayed.

(2) Target container

In principle, this refers to alcoholic beverage containers that are sold to consumers, and specific target containers.

This will be determined by each organization that constitutes the council, as needed.

(3) Representation methods, etc.

(a) Clearly display the information in a conspicuous place

on the container. (b) Use consistent Japanese characters of a size of 6 points or larger.

However, for displays on surfaces with a displayable area of approximately 150 cm² or less, 5.5 points

It is possible to create characters larger than the standard typeface.

(c) The amount of pure alcohol shall be expressed as weight (grams) to one integer or one decimal place.

In integer representation, the first decimal place is used, and in decimal representation, the second decimal place is used.

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Round them to the nearest whole number. Note that when displaying decimals, the first decimal place will be zero.

In that case, the decimal part .0 can be omitted. Also, the unit is alpha.

It can be written using Bet characters.

2. The amount of pure alcohol is calculated based on the alcohol content (V%) indicated on the product.

Yes. Regarding the display of pure alcohol content when there is a range in the alcohol content:

This means displaying a range to match the displayed degree, or the heaviest weight.

It can display.

4. Matters concerning the prevention of confusion with soft drinks, etc.

(1) When labeling the containers or packaging of alcoholic beverages, do not mistake them for non-alcoholic beverages such as soft drinks or fruit drinks.

Care should be taken with colors, patterns, etc., to avoid detection.

(2) Alcoholic beverages with an alcohol content of less than 10% shall be marked with an alcohol symbol.

a. Target container

(a) All canned containers

(b) Containers other than cans of 300 milliliters or less

b.The shape of the alcohol symbol.

(a) The alcohol mark shall be a circular or oval shape with the word "alcohol" written inside, and the white of the word

You are free to use blanks and color printing.

(b) The characters for "alcohol" should be written horizontally in Gothic font, and the character for "sake" should be written as "sake".

Add phonetic readings.

(c) The size of the letters for "alcohol" shall be 20 points for containers smaller than 350 milliliters.

For containers of 350 milliliters or larger, the font size must be 24 points or larger.

c.The location of the liquor mark shall be on the torso or shoulder of the side where the main trademark is displayed, and the liquor mark shall not disappear.

It should be in a place easily recognizable to consumers. In this case, if there are two or more main trademark surfaces,

This shall be displayed on each side.

d. When displaying the alcohol mark, use a contrasting color to the background color of the label, etc., so that the alcohol mark is clearly visible.

The design should be such that no pattern is applied inside or around the circle.

IV. Non-alcoholic beverages

1. Definition of Non-Alcoholic Beverages

Non-alcoholic beverages have an alcohol content of 0.00%, have a taste similar to alcoholic beverages, and are suitable for those 20 years of age and older.

This product is intended and recommended for consumption by the individuals mentioned above.

2. Advertising and promotion related to non-alcoholic beverages

(1) Persons under the age of 20 will not be used as models in advertisements.

(2) No expressions that encourage, suggest, or induce consumption by persons under 20 years of age. (3)

(3) Television programs, radio programs, newspapers, magazines, the internet, etc. target persons under 20 years of age.

No advertisements will be placed on the flyers.

(4) Spot advertisements are prohibited immediately before and after television and radio programs aimed at persons under 20 years of age.

Avoid doing it as much as possible.

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(5) Using characters or talents that primarily appeal to people under 20 years of age as models in advertisements

Not used.

(6) Using product logos or trademarks on clothing, toys, games, etc., primarily used by persons under the age of 20.

do not have.

(7) Do not use any language that could be misleading to identify the product as an alcoholic beverage.

(8) No campaigns will be conducted targeting persons under the age of 20.

(9) Sponsors of television and radio programs have a viewer base of 70% or more of the audience being 20 years of age or older.

In sponsored programs that have been confirmed to have been produced under a specific plan, consideration will be given to allowing advertisements to be placed.

ru.

(10) Large, replaceable outdoor advertising boards may be installed within 100 meters of elementary schools, junior high schools, and high schools.

do not.

(11) Advertisements and campaigns targeting people who are abstaining from alcohol for health reasons or pregnant women.

No, we will not be doing any sampling.

3. Labeling on non-alcoholic beverage containers, etc.

(1) The product must be labeled as being intended for persons 20 years of age or older. (2)

(2) The product must not use the same brand name as existing alcoholic beverages or a similar design that could cause confusion.

Not used.

4. Others

Regarding alcoholic beverages, sales management training for retailers includes separate display and age verification before consumption.

Given that we are instructed to sell to consumers, we will take the same approach for non-alcoholic beverages.

It shall be assumed that...

V. Compliance with voluntary standards, etc.

The liaison council will endeavor to ensure that these voluntary standards are thoroughly disseminated, and the council members

Each organization shall endeavor to ensure that the companies belonging to that organization comply with these standards, and to ensure their effective implementation.

We will consider and strive to implement measures to ensure sexuality.

For the time being, if consumers or others raise concerns regarding the actual implementation of the voluntary standards, we will hold discussions as needed.

We will hold a meeting to try and rectify the problem.

Supplementary Provisions

Revisions to voluntary standards (details omitted)

March 1992, April 1993, June 1995, May 1998, December 2000, 1999

October 1995, May 2006, December 2006, January 2008, July 2009, 2000

February 2nd year, August 22nd year, June 23rd year, November 24th year, July 28th year, Reiwa 1st year

July, July of Reiwa 8

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Supplementary Provisions (Revised July 1, 2026)

These standards will come into effect on July 1, 2026.

However, regarding matters concerning the display of the amount of pure alcohol in III-3, the timing of label changes, etc.

Due to the circumstances, and also regarding the matters concerning the warning labels on televisions in II 1 (2) c (c), television advertising

If it is not possible to implement the measures from the effective date due to circumstances such as the broadcasting and production schedule of the notice,

We will implement it as soon as possible.

(Note) Members of the Liaison Council on Alcohol Consumption

The nine organizations of the Central Liaison Council for the Liquor Industry (Japan Sake Brewers Association, Japan Distilled Spirits Brewers Association, Beer Brewers Association, Japan Western-Style Liquor Brewers Association, National Wholesale Liquor Dealers Association, National Retail Liquor Dealers Association, Japan Winery Association, Japan Western-Style Liquor Importers Association, and Japan Craft Beer Brewers Association) It is composed of (parliament).

[Reference] Image of the alcohol mark (one example) 1. Less than 350ml (20-point type)

〔参 考〕 酒マークのイメージ図（一例）

１ ３５０ml 未満（２０ポイント活字）

(1) Circle

(1) 円 形

(2) Elliptical

(2) 楕円形

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

２ ３５０ml 以上（２４ポイント活字）

(1) Round-shaped alcohol

(2) Oval-shaped alcohol