announcements concerning the risk of loss of coordination or alertness from irresponsible consumption, such as initiatives that work to combat drunk driving.

- Portray sexual promiscuity or other sexual activity as resulting from beer consumption.
- Refer positively to intoxicating effects of beer.
- Show littering or otherwise improper disposal of beer containers. Exempted from this are public service announcements promoting anti-littering and/or recycling initiatives.

Beer Distributor Promotional Activities and Marketing Should Be Truthful

Beer wholesaler marketing should be truthful and not misleading, with regard both to statements made and implied. In particular:

- Beer distributor promotions and marketing should not unfairly exaggerate qualities of beer.
- There should be no claim or representation that beer consumption is necessary to obtain social, professional, educational, athletic or financial success or status, or to solve social, personal or physical problems.
- Product comparisons should be truthful, substantiated and focused on characteristics meaningful to consumers.
- Beer distributor marketing and communications efforts should comply with legal standards regarding truthful advertising and marketing.

Beer Distributor Promotional Activities and Marketing Should Be in Good Taste

In addition to complying with all applicable state and federal laws, beer distributor marketing should reflect generally accepted contemporary standards of good taste. It should not, for instance, contain lewd or indecent language or images.

NBWA and the Code

NBWA exists to provide leadership that enhances the independent beer distribution industry; to advocate before government and the public; to encourage the responsible consumption of beer; and to provide programs and services that benefit its members. NBWA and its members seek to educate the public and policymakers on issues that affect beer distributors and their role in communities nationwide. It is in furtherance of its mission that NBWA has created this Code.

In addition to complying with laws regulating alcohol practices, NBWA members are asked to commit voluntarily to the principles set forth in the Code. A copy of the Code shall be given to each NBWA member for dissemination to its personnel, its customers and any outside agencies whose responsibilities include promotional activities, marketing or related public communications on its behalf.

For questions or comments regarding this Code, please contact NBWA at (800) 300-6417. The Code is available on the NBWA website at www.nbwa.org. For more information about NBWA, please visit www.nbwa.org.
Beer Distributor Promotional Activities and Marketing Should Reinforce the Legal Purchase Age

Beer distributor marketing is directed at adults of legal purchase age who choose to drink. This focus should guide decisions that each distributor company must make regarding where and how to advertise, promote or make related public statements. To this end:

- Beer distributor marketing should comply with appropriate state and federal laws separating the tiers and preventing items of value from being given to retail accounts.
- Beer distributors with websites, social networking sites and blogs, as well as mobile communications and applications should make use of age-gating technology to avoid marketing to those under the legal purchase age. Reminders should be posted at appropriate site locations reaffirming that beer products are intended for responsible consumption only by adults of legal drinking age.
- User-generated content on a site or Web page controlled by beer distributors must be monitored and moderated on a regular basis. When content is determined to be inappropriate or in violation of this Code, the material should be removed.
- Beer should not be advertised or marketed at any event where most of the audience is reasonably expected to be below the legal purchase age. This is not intended to prevent beer distributors from erecting promotional or marketing materials at or near facilities that are used primarily for adult-oriented events but that may be used occasionally for non-adult events.
- Beer brand identification – such as logos or trademarks – should not be used or licensed by distributors for use on clothing, toys, games, game equipment or other materials intended for use primarily by people below the legal purchase age.

The Code

This Code is meant to apply to all beer distributor promotional activities, advertising, marketing and related public communications. The following five tenets comprise the Code:

Beer Distributor Promotional Activities and Marketing Should Portray Beer in a Responsible Manner

Consistent with this tenet, beer distributor marketing should not:

- Show or imply illegal activity of any kind.
- Portray, encourage or condone drunk driving.
- Show beer being consumed excessively, irresponsibly or illegally.
- Portray persons in a state of intoxication or suggest that intoxication is acceptable conduct.

Beer consumption can be an appropriate element of leisure and social activity. Promoting responsible beer consumption includes taking special care with regard to activities commonly associated with consumption. In particular, beer distributor promotional activities and marketing should not:

- Portray beer consumption before or during activities that normally require a high degree of alertness or coordination. Excepted from this are public service