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
(Rev. Criteria, Procedures and Requirements for Alcoholic Beverage Packages or Pictorial Labels/Warning Statements on Local or Imported Alcoholic 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 misled consumers to believe alcohol 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 package;
- Types are required to be used and rotated on 1,000 package intervals.
- Exempts locally made or imported alcoholic beverages which are destined for:
  - distribution out of the territory of Thailand;
  - specific purposes in samples for testing, studies or research;
  - non-commercial benefits in the territory.

6 types of pictorial labels/warning statements

Type 1 “Drinking can cause liver cirrhosis”

Type 2 “Drinking driving can cause disabilities and death”

Seminar on Key Issues in Wine Regulation
San Francisco, United States
18–19 September 2011
**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 behaviour towards one’s self and family.”

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

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**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

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**Conclusion:** Why pictorial warnings?

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

**Example:**

- Yoga is good for health (enough exercise may take years of pressure and control, stuck and pain).
Santé!
Thank You.