

The Danish Brewers' Association

Guidelines regarding marketing and labelling of soft drinks

1. Members label all soft drinks with regards to ingredients and additives according to existing legislation.
2. Members volunteer to label soft drinks with regards to nutrition, showing energy, protein, carbohydrates and fat per 100 ml.
3. Members ensure that marketing of soft drinks does not contradict a healthy and balanced diet or a healthy and active lifestyle.
4. Marketing should not encourage excessive consumption.
5. Members will not actively market soft drinks in schools and after school associations:
 - Members will not place soft drink vending machines in elementary schools, after school groups/clubs/associations
 - Members will not conduct promotions in elementary schools, after school groups/clubs/associations
 - Members support the principle of the 'advertising-free classroom' and therefore do not sponsor textbooks.
6. Members do not market directly to children below teen-age. E.g. advertising should not be placed in media or around TV broadcasting where the target audience is children.

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