



Distilled Spirits Aotearoa (NZ) Incorporated

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Distilled Spirits Aotearoa – Frequently Asked Questions

Link to ASA Webinar on alcohol labelling – as at November 2022

ASA Alcohol Advertising and Promotion Code Webinar

ASA presented a webinar to DSA Members on 16th Nov 2022. This covered important advertising compliance content for every DSA member to understand, especially those members that sell or intend to sell craft spirits in New Zealand.

The recording had technical issues, but ASA shared a previous recording:

<https://vimeo.com/manage/videos/749772222/c94f75d4cf>

The webinar is not for public distribution but available to DSA members.

Quick quiz:

1. How many codes need consideration?
2. What are the codes and how are they applied?
3. What minimum age must people be, before they may legally to appear in an alcohol advertisement?
4. How many alcohol advertising breaches are upheld (i.e issues that need fixing up) annually?
5. What responsibility (if any) do you hold if a third party tags your business on social media content that beaches the code?