



**Committee of Advertising Practice**  
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## **Committee of Advertising Practice (Broadcast)**

### **Help Note on Health, Diet and Nutritional Claims in Radio Alcohol Advertisements**

BCAP Help Notes offer guidance on the interpretation of BCAP's Advertising Codes. BCAP intends the Help Notes to help advertisers, agencies and broadcasters interpret the Codes but they are not a substitute for those Codes. For further advice on specific radio advertising proposals or scripted advertisements, you should consult either the Ofcom radio licensee or the copy clearance body for radio, the RACC, on 0207 306 2620 or via [www.racc.co.uk](http://www.racc.co.uk).

This Help Note advises on the interpretation of Radio Advertising Standards Code rule 11.3.1 on diet and health claims in alcohol advertisements. Note that advertisements for alcoholic drinks must be centrally copy cleared by the RACC.

Rule 11.3.1 Health, Diet and Nutritional Claims, states:

Advertisements for alcoholic drinks may contain factual statements about product contents, including comparisons, but must not make any other type of health, fitness or weight control claim.

This guidance applies:

- If made, numerical statements of carbohydrate content should be given in grams per unit of alcohol and the number of calories per unit should be made clear.
- Numerical statements of calorie or carbohydrate content should not be qualified, for example by words such as “only”.
- Factual comparisons may be made either “internally”, between an advertiser's products (for example, if the calorie content has been significantly [25% or more] reduced or is significantly different from another product in the range) or between the advertiser's product and competitor products.

If an internal comparison relates to a significant reduction or difference, words such as “reduced” or “lower” are acceptable unless another element of the advertisement renders the claim unacceptable, for example by implying a wider health, fitness or weight control claim. If such words are used for calories or carbohydrates, the advertisement should contain a statement of the number of calories per unit of alcohol.

- “Low calorie”, “light”, “lite” or “diet” may be used in relation to nutritional qualities only if the product contains no more than 40kcal in both a typical measure and each 100ml. (Please see the [Food Labelling Regulations 1996 \(as amended\)](#)).
- Words such as “light” or “lite” may be used if they do not imply nutritional qualities, for example if they clearly relate only to flavour, colour or strength. The use of such words as part of a brand name is therefore acceptable unless another element, such as a sign-off, implies an unacceptable claim; if it does, the advertisement should make clear that the product is not suitable for health, fitness or weight control purposes.
- If a brand name implies a health or fitness (which includes exercise) claim, the advertisement should make clear that the product is not suitable for health or fitness.

For advice on specific scripted radio advertisements, consult the copy clearance body for radio, the RACC, on 0207 306 2620 or via [www.racc.co.uk](http://www.racc.co.uk).

For general advice on Code interpretation, consult our Code Policy team on 020 7492 2200