



Food and Drugs Authority

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FDA/CPE/PRL/18/0001

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THE NEWS EDITOR

Dear Sir/Madam

PRESS RELEASE - RESTRICTED TIME FOR AIRING ALCOHOLIC BEVERAGE ADVERTISEMENT ON TV AND RADIO

The Food and Drugs Authority (FDA) wishes to remind the general public, especially the Media, Advertisers, as well as Manufacturers and Importers of alcoholic beverages that effective 1st January, 2018, advertisements on alcoholic beverages are supposed to be aired from 8pm to 6am only.

This is in accordance with the FDA's Guidelines for the Advertisements of Foods (section 3.2.6) and specifically the requirements for advertisements of alcoholic beverages, which states that **"Radio and Television advertisements shall not be aired between the hours of 6:00 am and 8:00 pm"**.

This information, which is in the FDA's Guidelines for the Advertisements of Foods, has already been communicated to the general public through the media.

All media houses and advertisers are therefore urged to treat as important and comply in the interest of public health and safety.

Additionally, kindly be informed that all advertisements of FDA regulated products that would be approved by the FDA from 1st January, 2018, are supposed to include the phrase **"this advertisement has been vetted and approved by the FDA"**.

Meanwhile, the general public is encouraged to provide information on any activities that are likely to endanger public health and safety with respect to FDA's mandate through any of the following numbers;

HOTLINES - 0299802932, 0299802933,
TOLL FREE NUMBER - 0800151000 (free only on Airtel and Vodafone)
SMS SHORTCODE - 4015.

JAMES LARTEY
HEAD OF COMMUNICATIONS AND PUBLIC EDUCATION
For: AG. CHIEF EXECUTIVE OFFICER