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ICAP Welcomes Beverage Alcohol Producers' Commitment to Advertising Self-Regulation in Mexico

(Mexico City, Mexico, May 24, 2012) The International Center for Alcohol Policies (ICAP; www.icap.org) welcomes the announcement of a signed agreement for the Code of Advertising Standards developed by the Secretary of Health, through the Comisión Federal para la Protección contra Riesgos Sanitarios (COFEPRIS), the Consejo de Autorregulación y Ética Publicitaria (CONAR), the Comisión de la Industria de Vinos y Licores (CIVyL), and Fundación de Investigaciones Sociales A.C. (FISAC).

The agreement signed by COFEPRIS, CONAR, CIVyL, and FISAC is a formal commitment by wine and spirits industry members to ensure full compliance with the advertising self-regulatory code that was signed in January 2012 with COFEPRIS, as part of efforts to foster cooperation between government agencies and industry members concerning advertising regulations.

“This initiative between CONAR and CIVyL is a visible step to prevent perceived problems with marketing communications, and to resolve any potential real issues that might arise,” said ICAP Senior Vice President Brett Bivans, who gave the opening remarks at the signing ceremony.

“Importantly, ICAP through its Global Actions initiative, and with our partners at the World Federation of Advertisers and the European Advertising Standards Alliance, stand by ready to assist this effort and to support the agreement.”

ICAP is the lead coordinating organization of the Global Actions on Harmful Drinking initiatives, which are sponsored by major international alcohol producers, with an emphasis on low- and middle-income countries. Through Global Actions, ICAP is working with local stakeholders to address three critical areas: *Drink Driving*, *Self-Regulation of Advertising and Marketing*, and *Noncommercial Alcohol*.

The Global Actions on Harmful Drinking sponsor companies and organizations are: AB InBev, Bacardi, Beam Inc., Brown-Forman Corporation, Constellation, Diageo, Heineken, Molson Coors Brewing Company, Pernod Ricard, SABMiller, UB Group, Brewers Association of Japan, and Japan Spirits & Liqueurs Makers Association.

The International Center for Alcohol Policies (ICAP; www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP's efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations

Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Read more about the efforts of major international alcohol producers through Global Actions on Harmful Drinking at www.global-actions.org and on [Facebook](#). To learn more about ICAP, please visit www.icap.org and www.youtube.com/ICAPResources.

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