Political / Regulatory Environment

Cabinet mulls crackdown on booze adverts

This week, the cabinet could approve policy recommendations that would lead to the disappearance of marketing of alcoholic beverages from primetime slots on TV.

The proposal, contained in the draft liquor policy paper, seeks to give Trade and Industry Minister Rob Davies more power to set restrictions and parameters for the advertising and marketing of liquor on TV, such as a recommendation to shrink the time when ads may be flighted to between 10pm and 6am, after prime time.

Kurt Moore, CEO of the South African Liquor Brand Owners Association, said the association heard about the recommendation to cut the window for liquor ads "via the grapevine" after the Department of Trade and Industry failed to notify the liquor industry following a public consultation process last year.

Moore said that while the government was not obligated to undertake further consultation after it had heard the industry's initial comments, "the real issue is, if the revised proposal is so fundamentally different from what was initially proposed, surely we should be afforded an opportunity to give some input on that".

Currently, broadcasters may air liquor ads from 5pm.

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