

PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELF- REGULATION CODE

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1. Beer and the Portuguese brewing industry

A beer is a fermented, low alcohol-content beverage, of vegetable origin, derived from natural ingredients such as water, barley and other cereals, to which hops are added. When consumed in moderate amounts, beer can contribute to a healthy lifestyle.

Beer brewing in Portugal carries its own tradition. The first historical reference to breweries dates back to Campo Grande (Lisbon) in 1689. Only in the 19th Century - in 1819 to be more precise – are the “*Notas Introductivas ao Conhecimento da Cerveja e Genebra*” (Introductory notes on the knowledge of Beer and Geneva) published, thereby recommending the use of the *Real Fábrica* (Royal Factory). By the end of the 19th century there were already several breweries both on the isles of Madeira – the Miles’ Family *Fábrica Atlântica* – and in the Azores with João Melo Abreu’s *Fábrica de Cervejas e Refrigerantes*, as well as in the north of the country, producing beer and soft drinks that were later to merge in 1890 as the CUF – *Companhia União Fabril Portuense*. By the end the 1800’s it was possible to identify ten breweries on the mainland, mostly around the two metropolitan centres of Lisbon and Porto.

In 1930, the Portuguese market witnessed the birth of yet more breweries: *Leão*, in Madeira, the *Companhia de Cervejas de Coimbra* and *Portugália*.

The 30s, due to the difficult economic climate, prompted the merger of four breweries: *Portugália*, *Estrela*, *Jansen* and *Coimbra*. In 1934 the *Sociedade Central de Cervejas (SCC)* was born and poised to jumpstart the industry. A year later, the CUF comes to an agreement with the SCC on developing the sharing of technical information and the establishment of a commercial code of ethics.

That same year, Madeira witnesses the merger of two brewing companies under the flag of the *Empresa de Cerveja da Madeira*. The resulting company also took an 80 percent stake in the *Melo Abreu* brewery in the Azores.

By 1935 Portugal the brewing industry rallied under four different companies, a total of six breweries and one malt factory – *Portugália*’s.

Modernisation of the brewing industry, as a whole, came only after the Second World War In 1950. CUF would initiate a renovation of its breweries, followed by the SCC. In 1961, the first country-wide advertising campaign is released. Two years prior, in 1959, CUF and SCC created an Export Office with remarkable results, demonstrating that a joint effort reaped increased benefits. Thus, were created the brewing companies in Angola, Mozambique and Guinea-Bissau.

As a result of greater sales, the location of *Vialonga* now hosted a modern production complex that would, in 1968, replace SCC's two production facilities. The CUFPP would transfer its own factory in 1964 to a modern installation in *Leça do Balio*. With the 1970s came the phasing-out of the Industrial Conditioning Law, which would bring about the birth of three new brewing companies, CERGAL, COPEJA and *Imperial*.

The April Revolution of 1974 brought about the nationalisation of seven brewing companies in December of 1977. These were merged into two separate, state-owned companies: CENTRALCER – *Central de Cervejas*, based in Lisbon, that included the former SCC and CERGAL; and a second, UNICER – *União Cervejeira*, based in Porto, aggregating the former CUFPP, COPEJA and *Imperial*.

At the ECM – *Empresa de Cervejas da Madeira* (Madeira Beer Company), only Portuguese-owned capital was nationalised, making it a partly owned company. In the Azores, the regional government took up 20 percent of private stock in the company with the remaining 80 percent belonging to ECM.

May and November of 1990 brought with them the IPOs of UNICER and CENTRALCER, respectively, due to an amendment to the Portuguese constitution, this previously forbade the privatisation of public companies. In 1990, the regional government in the Azores alienated its 20 percent share to ECM, making the *Fábrica de Cervejas e Refrigerantes Melo Abreu*, a wholly-owned business of ECM.

In 2001, CEREURO, a company in which Sumolis held an 80 percent share, begins selling beer on a national scale, followed shortly by DrinkIn, in 2002.

Today, beer brewing in Portugal is located (North to South) in: *Leça do Balio*, *Santarém*, *Vialonga* and *Loulé*; *Madeira (Funchal)*; and the Azores (*Ponta Delgada*). There is also a filling unit *Pombal*.

The national brewing industry is technologically advanced, equipped with the best manufacturing techniques, traditionally training their own Brewmasters at the best European universities and produces a world-class beer, exporting about 18% of its production¹.

In 2005, Portugal produced 755 million litres of beer, having used about 90,000 tonnes of malt obtained from 110,000 tonnes of barley.

In economical terms, the beer industry is worth about 1.5% of Portugal's GNP², generating about 1,700 million euros in revenue. For the right to sell beer, the industry pays the Portuguese state – on top of the maximum VAT rate of 21 percent - a second special tax that, in 2005, generated total revenue of 84 million euros, for the Portuguese state.

¹ APCV 2005 data

² Ernst & Young 2005 Report

In Portugal, lately the *Per Capita* beer consumption has declined, as opposed to other alcoholic beverages. From 1992 through 2002 beer consumption in Portugal decreased 10.2%³.

The APCV – Associação Portuguesa dos Produtores de Cerveja is the representative association for the national brewing industry and its main directives include: guaranteeing the competitiveness and innovation of the industry; promoting the industry's responsibility in what regards to the Environment, Food Safety, Health & Nutrition, Commercial Communication and Road Safety.

³ *Oxford Economic Forecasting 2005*

2 - Self-regulation – Why?

The Portuguese brewing industry, as far as the members of the APCV are concerned, subscribed on the 6th of November 2003 to the one and – so far - only Best Practices Code of Commercial Communication that encompasses the whole universe of alcoholic beverages (beer, wine and spirits). The wider scope of this Code does not discriminate alcohol in what regards to its nature or alcohol content. Brewers consider, therefore, that due to the specific nature of beer, it is relevant to create their own commercial communication self-regulation code.

Although it is necessary to recognise that the abuse of alcohol consumption does not depend on the type of alcoholic beverage, it is equally necessary to point out that not all drinks share the same level of alcohol content, and beer is amongst the ones with the lowest alcohol content.

On the one side there is a clear distinction in what concerns the type of offer each segment of the alcoholic beverage business offers consumers, and as such, the fact that the brewing industry markets a non-alcoholic type of beer calls for its own self-regulatory framework for commercial communication.

On the other hand, a self-regulating code, in order to be effective, requires the confidence of consumers and must accommodate possible consumer complaints, in an efficient manner, free and expedient, through an independent body within the industry. All the legal opinions issued by the ICAP Advertising Ethics Jury will be followed in a voluntary fashion by the Portuguese beer producers.

This new Portuguese Brewers' Commercial Communication Self-Regulation Code addresses the following concerns of the brewing industry, authorities and consumers:

2. A code that encompasses the entirety of commercial communication of the national beer brands, including advertising in the media and end-markets (ie: HORECA/Hotel and Catering industries), food (ie: supermarkets) and other non-conventional communication channels;
3. The existence and guarantee of clear-cut guidelines for the inclusion of educational messages like “Be responsible. Drink with moderation”, in the media.
4. A code that pays special attention to risk groups (ie: pregnant women), setting an outright ban on any direct or indirect advertising targeting such groups.
5. A Code that, for the first time, aggregates both the Food and direct markets allowing that promotional and brand merchandising activities be included within the scope of a self-regulation code.
6. A self-regulation code that is subject to direct monitoring by agents external to the brewing industry, as is the case of the ICAP – the sole public institute in Portugal that deals with self-regulation, with authority and dedicated bodies.

As commercial communication is a powerful vessel of modern societies and its influence cannot be underestimated, in particular, in certain vulnerable segments of society (as is the case of youths), an agreement based on principles is required, so that all commercial communication on beer:

1. Is legal, truthful and will not, in any case, contribute directly or indirectly towards the abuse of beer drinking;
2. Bears its own social responsibility promoting the responsible and moderate consumption of beer;
3. Instills a sense of individual- and social responsibility within the consumer;
4. Under no circumstance violates human ethics, dignity and integrity.

This Code, under which all who subscribe it do so voluntarily and of free will, does not supersede current legislation on food and beverage (which include beer) advertising guidelines. It does, however, represent a strong commitment from the brewing industry in what regards to current legislation and, expanding on this, reinforces ethical aspects of advertising and provides a clear appeal towards the moderate and responsible consumption of beer.

3. Definitions, Principles and Scope

Definitions

The expression “Commercial Communication” used in the Code covers a vast range of activities that constitute the communication process used in the promotion and advertising of beer brands.

Therefore, this Code covers the following consumer activities:

- Advertising (across all types of channels)
- Consumer-targeting promotions
- Sales promotions
- Point-of-sale materials
- Sponsorships
- Merchandising

The expression “Commercial Communication” does not cover the publishing of non-advertising materials and activities under the “beer” segment, or positions made public by companies or the APCV directed at the media, public institutes and the public in general, such as the risks and benefits of beer consumption in health, so long as these have social bearing.

Principles

Commercial communication is an essential part of modern societies, based on free market economies, insofar as it plays a pivotal role in informing consumers, guaranteeing freedom of choice. It is also important for businesses, whether they are increasing their market share or introducing new products to the market. It is also a quick and effective way of informing would-be consumers of new innovations, quality and features of said products.

However, all commercial communication, in accordance with current legislation, must be complemented by volunteer measures of self-discipline, subject to efficiency monitoring, that will establish the principle guidelines by which all advertising, merchandising and promotions involved with marketing beer brands, independent of the media used and in strict accordance with a code of conduct.

The present Code is intent on self-regulating commercial communication of beer brands so that:

1. These have true ethical principles based on commercial good-will in order to avoid:
 - Innuendo of social-, sexual- and sports-success;
 - Allusions and imagery relating to drug and tobacco consumption;
 - The use of underage children or people resembling to be underage, drinking or encouraging drinking at parties;

- The use of images or any other form of communication that may be mistaken as targeting children and youngsters.
2. It has the Social Responsibility to avoid:
 - Encouraging consumption by youths;
 - Association to violent or anti-social behaviour;
 - Sponsorship or advertising in sports, cultural or other events with a high focus on youths.
 - Free distribution of alcoholic drinks to youths, as well as the sale or free distribution as part of promotions targeting youths and children audiences; Promotions that encourage irresponsible or anti-social behaviour or alcohol abuse, in particular the excessive consumption of beer;
 - Any type of association between beer brands and automobiles (sports or otherwise).
 3. There is a supervisory committee that guarantees consumers will have:
 - An effective follow-up to any complaint concerning any practical situation of commercial communication that may be subject to detailed supervision, within the scope of this Code.

Scope

Within the scope of the present Code, the term “youths” applies to those under the age of 16. Additionally, the Code applies to all the brands and sub-brands of beer with an alcohol content higher than 0.5% vol. as well as any other new alcoholic drinks (ie: alcopops, ready-to-drink, malternatives) that reach the market, that are derived from beer and produced or marketed by associate members of the APCV - *Associação Portuguesa dos Produtores de Cerveja*.

Lastly, the Code pays special attention to the areas where an irresponsible consumption of alcohol may have greater repercussions: **youths, road safety and the workplace.**

4. General Principles for the responsible consumption of beer

Beer is a beverage that has been consumed on a global scale for centuries and, when consumed responsibly and in moderation, provides an opportunity for a healthy social experience and in high spirits, in accordance with the lifestyles of modern societies.

Europe is a great producer and consumer of beer. The average annual per capita consumption of the European Union countries is 74 litres⁴. Portugal currently possesses an average per capita consumption of 62 litres⁵, significantly lower than the European average.

In addition, scientific studies show that most Portuguese beer drinkers do so in a moderate and responsible manner. The beer consumption pattern in southern European countries is more casual and less abusive than that of countries in Central and Northern Europe.

One should not confuse, under any circumstance, a moderate and responsible consumption of beer with the irresponsible consumption, which leads to abuse.

It is important to point out that these considerations on the responsible consumption of beer is targeted at adult consumers, as under no circumstance should consumption be associated with youths.

Recent experience in other European countries and other cultures, where alcoholic drinks advertising was banned, demonstrated their total lack of effectiveness and results in reducing the problems created by alcohol abuse in these societies. Today, information campaigns are seen as more effective tools in fighting alcohol abuse as, until now, these seem to have been successful in raising awareness of each individual's responsibility. It is in the industry's interest to eliminate alcohol abuse, and that is the target of information campaigns addressing the causes of the problem.

As responsibility and moderation set the tone to the discussion on beer consumption, it is important to define, within the scope of this Code, that drinking moderately and responsibly is to drink within the limits defined by health, society and familial, civil and professional obligations.

Taking these guidelines in consideration, the Portuguese brewing industry, represented by the Associação Portuguesa dos Produtores de Cerveja, commits to:

1. Commercial communication of any beer brand must be done in a socially responsible manner, in tone, content and format.
2. Television ads, as well as all written-word advertising (print press, websites), urban settings, video playback (movie theatres, clubs, CCTVs and theatres), should include the educational message: "Be responsible. Drink with moderation", demonstrating that moderation is a basic premise towards responsible drinking. This message must be inserted in a clear and visible

⁴ Source: <http://www.brewersofeurope.org>

⁵ Source: APCV

fashion – meaning the slogan must be readable – preferably horizontal and should take up a minimum of 33 percent of the length of the advertising medium. In case of TV ads, this must show horizontally with a minimum font size of 22. The minimum display time will be no less than 3 seconds in ads running up to 30 seconds and no less than 5 seconds in longer ads.

3. There is no requirement to include this educational message on vehicles (trucks, lorries) which provide distribution for the brewing companies, in case the vehicles décor is limited to the company logo, trademark image or each brand's own packaging. However, if a décor includes brand advertising, the inclusion of said slogan must be presented in at least one of the sides of the vehicle. This inclusion becomes mandatory as soon as these décors are renewed.
4. Commercial communication must not encourage excessive or irresponsible beer drinking, nor portray abstinence or moderate consumption in a negative tone.
5. Commercial communication must never associate beer consumption as an enabler of irresponsible, violent or anti-social behavior.
6. Commercial communication must never associate beer consumption to people who seem to be under the influence of drugs or any other intoxicants.
7. Commercial communication must never imply that, due to the fact that beer has a lower alcohol content, its consumption, even in excess, will not lead to alcohol abuse.
8. Commercial communication of beer brands must never associate or attribute any preventive or healing effect over any human disease, as a result of consuming that particular brand of beer, except where scientifically proved.
9. Commercial communication must never target groups afflicted by a particular type of disease.
10. Commercial communication may, however, make informational references of its nutritional aspects, every time this is allowed by law, but only using passing references that may be strictly proven, analytically, about carbohydrates, calories and any other nutrient.
11. Commercial communication, even though it may reflect the pleasure of social interaction associated to responsible consumption, must not associate or suggest that consuming beer contributes towards social and sexual advancement, that it helps overcome shyness or that those who do not drink it will be likewise hindered in doing so.
12. Commercial communication must never associate beer consumption to any improvement in sporting performance.
13. Commercial communication must not target pregnant women, show pregnant women or that appear to be pregnant, nor give the impression that beer consumption will have a therapeutic effect on them.
14. Commercial communication must never be used to voice the opinions or as endorsement by health professionals or other characters dressed to resemble those professionals.

5. Beer and road safety

The Portuguese brewing industry is aware that alcohol abuse can have dire consequences in road safety, endangering the driver, other drivers, passengers and people who may directly or indirectly be affected by the irresponsible behaviour of the infringing consumer.

The Portuguese brewing industry, represented by the *Associação Portuguesa dos Produtores de Cerveja*, commits to:

- Making itself available to support public initiatives that may be adopted to monitor and review the compliance of legislation within the current highway code, pertaining to the irresponsible consumption of alcohol by drivers;
- Increase, in an educational manner, the distribution of information on the effects of alcohol on driver's behaviours and the increased risk of accidents;
- Not suggest, in any commercial communication directed at drivers that there exists a "safe limit" to the consumption of beer, or that there are products that may disguise the effects of alcohol, deceiving breathalyzer tests;
- Not connecting the consumer to the act of driving in any commercial communication on beer.

6. Beer and youths

Furthermore, it would be unrealistic to think that commercial self-regulation of the brewing industry would solve, by itself, all social issues related to public health, and more specifically underage drinking. The self-regulation of commercial communication is extremely important in order to guarantee that business practices, under no circumstance, are directed at youths or appeal to beer consumption by youths.

The Portuguese brewing industry, represented by the APCV - *Associação Portuguesa dos Produtores de Cerveja*, commits to:

- All commercial communication of beer brands may not be directed at minors - or show minors - drinking beer or otherwise associated to the consumption of beer;
- Not suggesting in commercial communication, that drinking beer is a sign of early maturity, or that the opposite is a sign of immaturity;
- Never promoting free samples of beer, or free distribution of beer, in campaigns or events whose target audience is explicitly the under-16 age group;
- Guarantee that commercial communication of beer never happen in:
 - Children's or youth's events;
 - Television programmes or events where the majority of the audience is expected to be children or youths.
- Avoid that commercial communication takes place in:
 - Venues where there are clear visible accesses to K1 through K7 grade schools;
 - Movie theatres, theatre or similar venues, before, during and after features that are specifically directed at youths.
- TV Commercials immediately before, during or after the airing of a TV show specifically directed at audiences of under-16 year-olds.

7. Beer and the Workplace

Due to the fact that consumption abuse contributes to an increase in work-related accidents, partly due to the psychotropic effect of alcohol that, when consumed in a careless manner, will directly impact a worker's mental and physical ability to perform, the commercial communication's self-restraint policy will avoid associating beer consumption to increased performance in the workplace.

In order to reach that goal, the Portuguese brewing industry, represented by the APCV - *Associação Portuguesa dos Produtores de Cerveja*, commits commercial communication to:

1. Dissociate beer consumption from any positive effect on one's social and professional performance or in the performance of specific tasks;
2. Dissociate beer consumption from the operation of heavy machinery or hazardous equipment;
3. Dissociate beer from any activities that, while not dangerous themselves, may become potentially dangerous if there has been prior consumption of alcohol;
4. Dissociate beer consumption from the workplace, unless there is a clear perception that the day's work has come to an end.

8. Beer, Merchandising, Point-of-sale Materials and Promotions

By underwriting this Code, the APED – *Associação Portuguesa de Empresas de Distribuição* (Portuguese Association of Distribution Companies) and the ARESP – *Associação de Restaurantes e Similares de Portugal* (Portuguese Association of Restaurants and Related Businesses), provide an invaluable – and unprecedented - contribution towards the monitoring and inclusion of beer-related promotions and merchandising, in a self-regulating industry code.

Merchandising, the materials used in points-of-sale and promotions are a valuable tool in the commercial communication of any consumer good and are therefore also used by the national brewing industry towards the increase of product/brand awareness as well substantially increasing the awareness of subsequent product/brand launches.

However, all this communication must be imbued of a sense of social responsibility. It must also be ethical, legal, decent, honest and true.

As well as complying with all existing legislation, the promotional activities, merchandising and point-of-sale materials must abide by all the provisions mentioned in this Code for the remainder of the commercial communication.

All brand-related actions, related to materials and equipment in points of sale, together with all the principles provided by this Code, should be executed in accordance with said points of sale.

In the particular case of Promotions, the Portuguese brewing industry, represented by the *Associação Portuguesa dos Produtores de Cerveja*, commits to:

1. Never direct them at youths;
2. Never use in the course of promotional activities, underage hosts(esses);
3. Never use in promotional activities models, actors or other personalities of high public profile that are not of legal age;
4. Never take place in venues where the expected audience is composed mostly of youths;
5. Never react negatively to consumers who do not demonstrate an interest in participating in said promotional activities.
6. The execution of promotional activities relating to beer brands, that involve stands, counters or other out of the ordinary means, that make a direct appeal to consumption, when these take place within the site of an APED associate (Food channel), or ARESP (HORECA channel), shall be devised so that they do not influence youths. They should also include, if possible, the educational message “Be responsible. Drink with moderation”.

9. Supervisory committee

The Portuguese brewing industry, represented by the APCV - *Associação Portuguesa dos Produtores de Cerveja*, deems necessary the creation of a Supervisory Committee composed by one representative each from ACPV, APED and ARESP, who will deliberate by majority vote.

The Supervisory Committee will have the following tasks and obligations:

1. Meet on a regular basis and receive complaints from any citizen, business, association or public or private institute in matters that relate to the informational or advertising aspects of any beer brand's advertising, disclosing – to that effect – the following addresses:

Comissão de Acompanhamento do Código de Auto-Regulação dos Cervejeiros Portugueses para a Comunicação Comercial

Address 1

Pólo Tecnológico de Lisboa, Edifício Empresarial EE3, 2º
Estrada do Paço do Lumiar
1600-546 Lisboa
E-mail: apcv@lispolis.pt

Address 2

Campo Grande, 286, 5º
1700-096 Lisboa
E-mail: info@aped.pt

Address 3

Avenida Duque D'Ávila, 75
1049-011 Lisboa
E-mail: aresp@aresp.pt

2. Perform cursory examinations of the complaints (received by email and post), and verify if they are encompassed by the principles underwritten by the **Portuguese Brewers' Commercial Communication Self-Regulation Code**;
3. If the complaint is related to consumer advertising on behalf of brewing company who underwrites this Code, the complaint shall be immediately forwarded to the ICAP – Civil Authority on Advertising Self-Regulation, so the Advertising Ethics Jury can issue an opinion on the complaint, and clearly indicate which of the article of the Self-Regulation Code has been violated;
4. If the Complaint is related to promotional activities, and the responsibility of the businesses who underwrite this code, and in case the ICAP declares itself incompetent, it will fall upon the Committee itself to issue a decision on the matter. As this is issued by the Supervisory

Committee, the latter will petition the advertiser to rectify the ad and inform the plaintiff of the course of action decided upon;

5. For any complaint deemed valid, whether by the Committee or by the ICAP, if the advertiser, media outlet or advertising agency does not act in conformity, there will be a public indictment that will provide consumers knowledge of the violation;
6. The Supervisory Committee must reply to the plaintiff within 5 working days.
7. The Supervisory Committee must elaborate annual activity reports. These annual reports will be sent to the national authorities that have the necessary authority to deal in matters relating to advertising, as to report their findings.

The existence of a Supervisory Committee will be disclosed by the APCV, associate companies and other subscribers, by all means possible.

A continuous non-compliance with the principles put forward by the Portuguese Brewers' Commercial Communication Self-Regulation Code, in particular the systematic refusal to abide by the rectification of non-compliance issues, by any one associate of the APCV - *Associação Portuguesa dos Produtores de Cerveja* will be considered a serious offence and incompatible with APCV membership.

10. Implementation and Disclosure

Portuguese brewing companies, members of the APCV - Associação Portuguesa dos Produtores de Cerveja, commit, in all the advertising, commercial communication and information on their beer brands - to comply with the voluntary principles laid out by the present Code.

The APCV and the ICAP, commit to formalising the contractual reduced fees, to be owed by the prior to the latter, pertaining to all the complaints that may be submitted by the Supervisory Committee to the Ethics Jury at ICAP, renewing these on a yearly basis.

The APCV, as the official representative of its associate members, commits to complying with the decisions and opinions issued by the ICAP on any complaint raised by any citizen, company, association, public or private institute that concerns the informative or advertising aspects of any one beer advertisement. To that end, the APCV will consider the ICAP's decision final and inform its associates of the latter's ruling.

The content of this Code will be made known to the whole Portuguese Public Administration, in particular to the Presidency of the Ministerial Council, the Ministry of Health, Labour and Social Solidarity, Internal Administration, Economy and Innovation, Education, Science Technology and Higher Learning, public institutes and other bodies linked to youths, fighting drug addiction and alcohol abuse, social action, family and the protection of children, amongst others.

The companies who underwrite this Code, represented by the APCV, agree that it is expressly forbidden to duplicate or transcribe, in its entirety or as a part, any part of this Code, to be used in advertising or as a consumer information tool for their beer brands, and mentioning ICAP by its full name or by use of its acronym. However, the ICAP, APED, ARESP and APCV, as underwriting associations, will be allowed to disclose the Code by any means possible, as a way of better informing consumers in general.

The current Portuguese Brewers' Commercial Communication Self-Regulation Code will be signed by the underwriting bodies, in a public ceremony, and will be previously ratified in a General Assembly, by all APCV – *Associação Portuguesa dos Produtores de Cerveja* associate members.

The current Portuguese Brewers' Commercial Communication Self-Regulation Code takes effect after the signing of the protocol between the APCV and the ICAP - *Instituto Civil de Auto-regulação Publicitária*.

11 SIGNEES

APCV

ASSOCIAÇÃO PORTUGUESA DOS PRODUTORES DE CERVEJA

Alberto Rosete da Ponte

President

APED

ASSOCIAÇÃO PORTUGUESA DAS EMPRESAS DE DISTRIBUIÇÃO

Luís Vieira e Silva

President

ARESP

ASSOCIAÇÃO DOS RESTAURANTES E SIMILARES DE PORTUGAL

Mário Pereira Gonçalves

President