

Brewers Association Marketing and Advertising Code Complaint Process

Adopted: February 2008

Amended: April 2017

Brewers Association voting member breweries (as outlined in the Brewers Association [bylaws](#)) are encouraged to utilize the Brewers Association [Advertising and Marketing Code's guidelines](#) in developing radio, television, internet, print, beer labels and other materials to promote their respective brands.

A voting member who believes that specific advertising and marketing material is inconsistent with one or more guidelines of the Brewers Association Code should first contact the brewer directly regarding their concern. A voting brewery who does not receive a response or is dissatisfied with a brewer's response to a complaint may file a complaint with the Brewers Association.

Upon receipt of a complaint regarding the marketing practices of a member brewery, the Brewers Association will initially refer that complaint to the member brewery for a response to the complainant.

The brewer should normally respond within ten business days from receipt of a complaint.

If this response is deemed unsatisfactory, the Brewers Association may convene a panel of appropriate and unbiased participants for review and comment based on the advertising and marketing code guidelines.

- The brewer responsible for the advertising and marketing material has an opportunity to respond to the complaint, after which the Brewers Association reviews all of the material and renders a decision.
- Review panel decisions and any brewer response to the decision are posted on the Brewers Association website BrewersAssociation.org.
- Identical or substantially similar complaints received (same material and same code provision) are acknowledged with notice that the issue is already pending.
- If a brewer notifies the Brewers Association that it permanently discontinued dissemination of the advertising or marketing material at issue more than 30 days prior to receipt of the complaint filed, and that all reasonable efforts have been taken to withdraw or adjust the advertisement or marketing material to satisfy the Advertising and Marketing Code guidelines, the Brewers Association shall notify the member brewery who filed the complaint and the matter shall be considered resolved without the need for further review.

Voting Brewers Association brewery member brewery may file a complaint using the [online submission form](#).