



Brewers Association Marketing and Advertising Code Complaint Process

Brewers Association Member Brewers utilize the Brewers Association Advertising and Marketing Code's guidelines in developing radio, television, internet, print, and other materials to promote their respective brands.

If the Brewers Association receives a complaint regarding the marketing practices of a Brewers Association member, they will initially refer that complaint to the member brewery for a response to the complaint. If this is deemed unsatisfactory, the Brewers Association will convene a panel of appropriate and unbiased participants for review and comment based on the advertising and marketing code guidelines.

A consumer or fellow brewer who believes that specific advertising and marketing material is inconsistent with one or more guidelines of the Brewers Association Code may contact the brewer directly regarding their concern or they may contact the Brewers Association. The brewer will normally respond within ten business days.

A brewer or consumer who is dissatisfied with a brewer's response to a complaint that its advertising or marketing material violates a guideline in the Brewers Association Code may file a complaint form with the Brewers Association Vice President. The Brewers Association will then convene its review panel (BARP). The BARP is an independent panel that was established to provide the public with a timely, transparent, and independent complaint review process for brewer advertising and marketing materials that are being broadcast or actively disseminated in the marketplace.

- The Brewers Association Advertising and Marketing Code as well as background on the BARP, electronic complaint forms, and instructions are all available at www.BrewersAssociation.org. Hard copy materials may be obtained by calling 1-888-822-6273.
- When a complaint form is filed, it is forwarded to the brewer responsible for the advertising and marketing material. The complaint and a copy of the advertising and marketing material are also forwarded to the Chairperson of the BARP. The Chairperson will then select three BARP members to consider the complaint. Complaints missing essential information are returned to the consumer with an offer to provide assistance if needed.
- The brewer responsible for the advertising and marketing material has an opportunity to

respond to the complaint, after which the BARP reviews all of the material and renders a decision.

- BARP decisions and any brewer response to the decision are posted on the Brewers Association website and compiled in an annual draft.
- Identical or substantially similar complaints received by the BARP (same material and same code provision) are acknowledged with notice that the issue is already pending. All consumers who make identical or similar complaints will receive notice of the BARP decision and any response by the responsible brewer.
- If a brewer notifies the Chairperson of the BARP that it permanently discontinued dissemination of the advertising or marketing material at issue more than 30 days prior to receipt of the complaint filed with the BARP, and that all reasonable efforts have been taken to withdraw the advertisement or marketing material from the marketplace, the BARP shall so notify the consumer and the matter shall be considered resolved without the need for further BARP review.