

Voluntary Report – Voluntary - Public Distribution

Date: April 04, 2024

Report Number: CI2024-0007

Report Name: Chile's New Alcohol Labeling Law in Force on July 7

Country: Chile

Post: Santiago

Report Category: Beverages, Wine

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Report Highlights:

On July 7, 2024, Chile's new alcoholic beverages labeling law will come into force. The law aims to warn drivers, pregnant women, and minors about the impacts of consuming alcohol and to restrict the advertisements that could be directed to minors. All products with an alcohol content equal to or greater than 0.5 percent per volume will be affected. This report provides guidance for the implementation of the law.

Background:

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

On July 7, 2022, the Chilean Ministry of Interior published [Decree 98](#), which establishes new rules on the commercialization and advertising of alcoholic beverages. According to the decree, alcoholic beverages are defined as those with an alcohol content equal to or greater than 0.5 percent by volume.

The law mandates the use of warning signs on the impacts of alcohol, and a legend describing the risks and consequences of consumption. The regulation targets at-risk populations such as pregnant women, drivers, and minors. The regulation also mandates inclusion of the energetic value on beverages, expressed in calories per 100 milliliters of the product.

In October 2023, the Ministry of Health published a [manual](#) for graphics, standard warning labels, and energy values to provide instructions for labels. New depictions include warning signs to not drink while driving, if pregnant, or if under eighteen.



VALOR ENERGÉTICO		
Calorías	cada 100 ml	000

In advertising, the law seeks to safeguard minors by imposing restrictions on the message and the elements use in publicity. The advertisement must not use anything that could target or disadvantage minors. Advertising may not include children's characters or figures, animation, toys, children's music, famous athletes, characters from movies, or similar elements that influence their age group. Further, advertisement of alcoholic beverages on television is prohibited from 6:00 am to 10:00 pm and on radio from 4:00 pm to 6:00 pm.

The law will be implemented in two phases. On July 7, 2024, the enforcement of the warning labeling will begin. The advertising restrictions begin on July 7, 2026. Alcoholic products entering Chile or available at the point of sale before July 7, 2024, will be exempt from the labeling requirement. As such, there will be a period when products with and without label will be sold concurrently. The responsibility for implementation will fall on manufacturers of Chilean-origin product and on importers in the case of imported product. The responsibility for labeling calorie content will fall to the distributors. Sticker in Chile is allowed if the sticker is not easily removed.

In 2023, the United States exported \$64 million of alcoholic beverages to Chile which includes beer, distilled spirits, and wine.

Attachments:

No Attachments.