

## **COMING INTO FORCE OF PRAKAS No. 084 ON FORMALITY, PROCEDURE, AND MEASURES FOR ALCOHOLIC DRINKS ADS MANAGEMENT**

24 October 2024

The Prakas No. 084 on formality, procedure, and measure for alcoholic drinks advertisement management, issued by the Ministry of Information on 23 July 2024 with 03 months grace period has now officially come into force.

As discussed in our legal alert ([here](#)) about the topic, this Prakas introduces certain permit requirement and a more comprehensive conditions that advertisements of **alcoholic drinks having Ethanol content > 3% per total volume** are subject to ("**Regulated Drinks**"). Such will have significant impacts on the businesses and relevant parties doing advertisement of the Regulated Drinks including but not limited to the manufacturer, distributor and Key Opinion Leader (KOL) etc.,

Players affected by this Prakas should immediately start reviewing actor, content, manner, characteristic of their currently displayed or potential advertisements of the Regulated Drinks, whether digitally or otherwise, including identifying whether the Regulated Drinks advertising permit requirement may apply on them.

For more information on how this Prakas may affect you, please consult our legal expert.

### **CONTACT**

**ING Sophealeak**

*Managing Partner*

+855 12 884 656

ing@anant-lawfirm.com

**YIN Socheat**

*Of Counsel*

+855 95 555 814

yin@anant-lawfirm.com

