

New beer advertising laws for Russia

NEW YORK, USA: The Global Advertising Lawyers Alliance (GALA) announced that Russia recently enacted new legislation that greatly expands the ability of marketers to advertise beer in Russia.



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"This is a significant development for beer marketers in Russia," said Irina Anyukhina, partner at the ALRUD Law Firm, and GALA's Russian member. "By greatly relaxing the restrictions on beer advertising, this should open up many new avenues for beer advertising here."

The new law provides that advertisers may now advertise beer and beer-based drinks on television during the broadcast of sporting events. The law also now permits advertisers to promote beer and beer-based drinks at live sporting events, both inside and outside the stadium. In addition, the law permits beer and beer-based drinks to be advertised in print media.

These new rules aimed mainly for support of the 2018 FIFA World Cup in Russia will apply till 1 January 2019.

"This new legislation greatly opens up opportunities for beer marketers in Russia," said Jeffrey A. Greenbaum, GALA's chairman, and managing partner at Frankfurt Kurnit Klein & Selz in New York.