

CONSEIL D'ÉTHIQUE
DE L'INDUSTRIE QUÉBÉCOISE
DES BOISSONS ALCOOLIQUES

Filing a Complaint
under the Code of Ethics



A CODE OF ETHICS

The alcoholic beverage industry in Quebec has a Code of Ethics that covers packaging, commercial communications, marketing and communication targets, and commercial and promotional practices.

Individuals may file a complaint with the Ethics Council if they have reason to believe that a company, agent, retailer or establishment is in violation of the Code of Ethics.

The Ethics Council reviews complaints pertaining to the Code of Ethics only. Complaints pertaining to laws and regulations must be addressed to the *Régie des alcools, des courses et des jeux*.



ACTIVITIES PROHIBITED BY THE CODE OF ETHICS

Packaging and Commercial Communications

- Using alcohol content as a sales argument;
- associating alcohol with violent or asocial behaviour, or with illicit drugs;
- sexism or the association of the product with sexual performance, sexual attraction, or popularity;
- implications that the product improves physical or intellectual capacities or has health benefits;
- encouraging drinking games or excessive drinking;
- making the product particularly attractive to people under 18;
- showing images of people who look younger than 25;
- showing disrespect for those who choose not to drink;
- illustrating or focusing on locations or situations where it is dangerous or imprudent to drink.

Promotions and Discounts

- Discounts, promotional offers and commercial practices that encourage the rapid or excessive consumption of alcohol;
- excessive promotions and excessive discounts.

TARGET MARKETS PROHIBITED BY THE CODE

- Consumers under the age of 18;
- individuals in a state of intoxication;
- individuals and groups at risk for dependency;
- vulnerable people;
- people with limited financial or psychological resources.

FILING A COMPLAINT

THE ETHICS COUNCIL

All complaints are filed with the Ethics Council, a completely independent body with no links to the alcoholic beverage industry.

Me Claude Béland, Chairman

Lawyer; Associate Professor, School of Management Sciences, UQAM; Chairman, Chair for Social Responsibility and Sustainable Development, UQAM; Chairman, Mouvement Desjardins, 1987-2000.

Dr. Marie-Andrée Bertrand

Professor Emeritus, International Centre for Comparative Criminology, University of Montreal, and member of the Law Commission of Canada Advisory Council.

Madeleine Lapierre

Fellow en Sciences immobilières (FRI) and board member of Maestra, La Maison Marguerite, and the UQAM Chair for Social Responsibility and Sustainable Development.

Jacques Boucher

Retired Professor in the Law Faculty of the University of Montreal; former Secretary-General of the University of Montreal and former Dean of Graduate Studies.

STRICT RULES OF PROCEDURE

The Ethics Council handles all complaints in accordance with strict rules of procedure:

- The Council will acknowledge receipt of your complaint within 48 working hours.
- The Council will contact you for any additional information it may require.
- The Council will then decide whether the complaint will be investigated or rejected.
- The company or person you have complained about will be advised and invited to appear before the Council.
- The Council will notify you of its final decision and how the complaint was handled.

Your anonymity will be ensured at all times. Your identity will never be revealed to the company or person you complained about.

A SIMPLE COMPLAINT FORM

To obtain forms and to file a complaint by mail:

CONSEIL D'ÉTHIQUE
DE L'INDUSTRIE QUÉBÉCOISE
DES BOISSONS ALCOOLIQUES
606, rue Cathcart, Bureau 1000
Montréal (Québec) H3B 1K9

Online:

www.educalcool.qc.ca

For information:

1-888-ALCOOL1 or 514-875-7454.

ETHICS COUNCIL OF THE ALCOHOLIC BEVERAGE INDUSTRY IN QUEBEC COMPLAINT FORM

The Plaintiff

Name:

Full mailing address:

Telephone:

Email:

The Complaint

Name of the company or person that is the subject of
this complaint

Address of the company (if available)

Place and date the subject of the complaint was observed

Nature of the complaint

Advertising

Promotion

Commercial practice

Packaging

Labelling

Description of the complaint

