

ETHICS COUNCIL
OF THE ALCOHOLIC BEVERAGE INDUSTRY
IN QUEBEC

Filing a Complaint
with the Ethics Council of the
Alcoholic Beverage Industry in Quebec



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, excessive drinking, drinking during pregnancy, or driving while impaired
- 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
- Pregnant women
- Individuals in a state of intoxication
- Individuals and groups at risk for dependence
- 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.

Council Members

Robert Dutton, Chairman

- Associate Professor, HEC-Montréal
- President and CEO, RONA Inc. (1992-2012)
- Corporate director (Coop Fédérée du Québec)
- B.A.A., HEC-Montréal
- Honorary doctorate, Université de Montréal

Yves Poirier

- Retired Health Administrator
- Ethics Committee, Suicide Action Montreal (1991-2006)
- Consultant in clinical and research ethics to health care establishments (since 2008)
- Visiting Expert, Accreditation Canada (since 2008) and Quebec Accreditation Board (since 1999)

Karine St-Denis

- Associate Researcher at CIUSSS Nord-de-l'île-de-Montréal, Centre de recherche de l'hôpital Sacré-Coeur de Montréal CR-HSCM
- Researcher-collaborator at the Centre de recherche en éthique (CRÉ), University of Montreal
- Lecturer, Ethics and Philosophy teacher
- PhD in Philosophy, Université Laval and Université de Sherbrooke

Marie Louise Radanielina Hita

- Professor, Communications-Marketing, HEC-Montréal
- PhD in Communications (health and social marketing)
- Researcher in behavioural marketing
- Recipient of numerous awards, distinctions and grants

Fabrice Vil

- Lawyer
- President and co-founder, Pour 3 Points
- Coach and social entrepreneur

Caroline Barrette

- Advertising executive
- President and Creative Director, Archipel
- Recipient of numerous prizes and awards
- Jury member for various advertising competitions

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.

COMPLAINT FORM

The complaint form is very simple and easy to use. Forms may be obtained as follows:

ETHICS COUNCIL OF THE
ALCOHOLIC BEVERAGE INDUSTRY
IN QUEBEC

606 Cathcart St., Suite 1000,
Montreal, Quebec H3B 1K9

conseilethique.qc.ca/en

1-888-ALCOOL1 or
514-875-7454

(detach and keep)



**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

