



CODE COMPLIANCE REVIEW BOARD COMPLAINT FORM

The Code Compliance Review Board has been established to review concerns from the public that a brewer's advertisements or marketing materials are inconsistent with the Beer Institute Advertising and Marketing Code, and that attempts to resolve those concerns directly with the responsible brewer have been unsuccessful.

To request review of a brewer's advertisement or marketing material by the Code Compliance Review Board, please review the introductory provisions of the Code, provide your contact information, and complete the complaint section.

You must complete a separate form for each advertisement or marketing material you would like the Board to review.

You can e-mail any questions about the complaint review process to adcode@beerinstitute.org.

Please read the Advertising and Marketing Code to gain background information on the Code that should help you understand the scope and purpose of the complaint review process.

Name: _____

Organization you
Represent (if any): _____

Address: _____

Daytime Phone: _____ Evening Phone: _____

Fax: _____ E-mail address: _____

Are you over the age of 21? Yes ___ No ___

Please identify the name or title of the advertisement or describe the marketing material that is the subject matter of your complaint:

Please identify the name of the brewer associated with the advertisement or marketing material:

What was the format of the advertisement or type of marketing material?

(Television; Radio; Billboard; Newspaper or Magazine Ad; Internet or other cyberspace media; Sign, display, or other material at a retail location; Licensed promotional clothing or other merchandise; Direct mail; Poster or handbill)

Have you contacted the brewer directly? Yes ___ No ___

