

DISTILLED SPIRITS COUNCIL OF THE UNITED STATES

Responsibility. Moderation. Modernization.

Stay Connected [GO](#)

[Responsibility](#) [Heritage](#) [Policy](#) [Economics](#) [News](#) [About Us](#)

Home > [Responsibility](#) [Share this Page](#) [Print this Page](#) [Email a Friend](#)

[Code of Responsible Practices](#)
[History of Social Responsibility](#)
[Alcohol & Health](#)
[The Century Council](#)
[Resources](#)

CODE OF RESPONSIBLE PRACTICES

Committed to Responsibility

For more than 75 years, the spirits industry has adhered to a rigorous set of standards for beverage alcohol advertising and marketing. [Click here to learn more about the Code.](#)

[read more](#)

Code of Responsible Practices

Within months of the repeal of Prohibition, leaders in the distilled spirits industry approved their first voluntary Code of Responsible Practices. Throughout the decades, the Distilled Spirits Council's Code of Responsible Practices has embodied the high standards and commitment to responsibility that have been the touchstone of DISCUS member company advertising practices.

- [2011 Distilled Spirits Council Code of Responsible Practices - \(Downloadable PDF\)](#)
- [Digital/Social Media Marketing Guidelines](#)
- [DISCUS Member Magazine Special Binding Initiative](#)
- [2011 Media 'Buying' Guidelines: Demographic Data/Advertisement Placement Guidelines](#)
- [Outside Advisory Board](#)
- [How to File a Complaint](#)
- [NEW: Recent Code Review Board Decisions Now Available Pre-Publication of Semi-Annual Report](#)

Semi-Annual Code Reports

On a semiannual basis, the Code Review Board will issue a report summarizing complaint decisions and the advertiser's response.

- [Semi-Annual Code Report Jan-Jun 2010](#)
- [Semi-Annual Code Report Jul-Dec 2009](#)
- [Semi-Annual Code Report Jan-Jun 2009](#)
- [Semi-Annual Code Report Jul-Dec 2008](#)
- [Semi-Annual Code Report Jan-June 2008](#)
- [Semi-Annual Code Report Jul-Dec 2007](#)
- [Semi-Annual Code Report Jan-Jun 2007](#)
- [Semi-Annual Code Report Jul-Dec 2006](#)
- [Semi-Annual Code Report Jan-Jun 2006](#)
- [Semi-Annual Code Report Jul-Dec 2005](#)
- [Semi-Annual Code Report Jan-Jun 2005](#)
- [Semi-Annual Code Report Jan-Dec 2004](#)

Additional Resources

- [What Others Are Saying About the Code](#)
- [Media Coverage](#)