What does the new royal decree actually solve?

None of these situations is certain to be banned.

✕ Still allowed ! Banned only if a condition is met



"WINE, CHAMPAGNE, RUM" ON A CHILD'S SPORTSWEAR

✕ Sponsorship allowed



ALCOHOL NEXT TO THE SWEETS IN THE SHOP

✕ Placement allowed



BEER MERCHANDISE AT THE SPORTS CLUB

✕ Merchandise allowed



"BEER FOR CHAMPIONS" AT A YOUTH CUP FOR 8-YEAR-OLDS

✕ Sponsorship allowed



SCHOOL PRIZE WITH A BEER BRAND

✕ Merchandise allowed



CHARITY HAT WITH A BEER BRAND

✕ Merchandise allowed



BELGIUM'S RED DEVILS ON BEER CANS

✕ Packaging allowed



BEER AD ON A BUS OUTSIDE THE SCHOOL

✕ Bus ads allowed



VAN WITH A BEER AD IN THE SCHOOL ZONE

✕ Ads on vehicles allowed



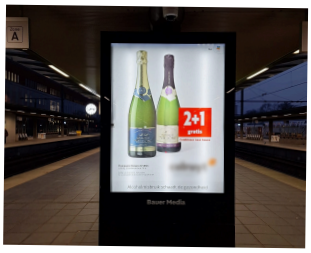
0.0 BEER AD OUTSIDE THE SCHOOL

✕ 0.0 products allowed



BEER SIGN AT THE LIBRARY

✕ Merchandise allowed



"2+1 FREE" OFFER AT THE STATION, 8.15 AM

✕ Promotions allowed

On TV



BEER MASCOT DURING FOOTBALL AT 6.30 PM

! Only banned if 30% of viewers are under 18

On TV



WARMEST WEEK CHARITY SHOW, LIVE AT 11 AM

! Only banned if 30% of viewers are under 18

On Instagram



A RED DEVIL PROMISES FREE BEER

! Only banned if most followers are under 18

On Instagram



BEER BRAND ON A YOUTH TEAM'S SHIRTS

✕ Sponsorship allowed

Children will keep seeing alcohol marketing: on the way to school, in sport, in shops, on TV and on their phones.

We are asking for a law that phases out alcohol marketing, as was done for tobacco.

Starting with everything that reaches or appeals to children. Because kids see it!

Sources: draft royal decree, notified to the European Commission (TRIS 2026/0161/BE, 30 March 2026: an underage audience means "at least 30% minors"); federal government decision, 27 March 2026; VAD, 21 April 2026. The draft is with the Council of State for its opinion, and the text has not yet been published. The rules will apply one year after publication.