



News

Roger Masson Authors Article on Advertising Law for Craft Breweries

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[Roger Masson](#) – a Chicago-based IP attorney at Hinshaw & Culbertson LLP – wrote an article titled "Advertising Law Crash Course for Craft Breweries" that was published by *Craft Brewing Business*. In the article, Masson addresses beer advertising rules with an emphasis on federal advertising regulations.

Masson explains that federal advertising regulations can be divided into the following six categories: mandatory statements, false or misleading statements, improper health statements, statements inconsistent with labeling, improper statements relating to alcoholic strength and other prohibitions. In addition, Masson outlines laws and industry codes to promote responsible consumption. "The brewery industry has a vested interest in promoting responsible consumption and avoiding advertising that puts the brewery industry in a bad light," said Masson. "To that end, both the Beer Institute and the Brewers Association have an advertising and marketing code."

Read "[Advertising Law Crash Course for Craft Breweries](#)" on the *Craft Brewing Business* website

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