
DRAFT STATUTORY RULES OF NORTHERN IRELAND

2012 No.

The Tobacco Advertising and Promotion (Display of Prices) Regulations (Northern Ireland) 2012

General requirements for the display of prices of tobacco products

5. The requirements are that a display of prices of tobacco products—
- (a) shall be limited to the following information in relation to tobacco products—
 - (i) the brand name of the product,
 - (ii) where pre-packed, the number of units in the package or, where sold by weight, the net weight of the product,
 - (iii) in relation only to cigars, the country of origin and dimensions,
 - (iv) in relation only to pipe tobaccos, the cut and type of tobacco used, and
 - (v) the price of the product⁽¹⁾;
 - (b) shall be printed—
 - (i) in black Helvetica plain type on a white background,
 - (ii) in type which has a consistent size throughout the text, and
 - (iii) in lower case type, except that the first letter of a word may be in upper case type; and
 - (c) except as otherwise provided by regulation 7(1)(e), must not contain any other feature.

⁽¹⁾ The indication of the selling price of all products, including tobacco products, is regulated by the Price Marking Order (Northern Ireland) 2004 ([S.R. 2004/368](#))