

Voluntary Report – Voluntary - Public Distribution

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Report Number: KS2026-0011

Report Name: Revised Label Regulations for Beverages Containing Alcohol

Country: Korea - Republic of

Post: Seoul

Report Category: Wine, Beverages

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Report Highlights:

On May 8, 2026, the Republic of Korea Ministry of Health and Welfare (MOHW) revised the Enforcement Regulations of the Public Health Promotion Act and its implementing Notice to amend health warning labels for beverages containing alcohol. This new labeling requirement shall go into effect on November 19, 2026, and will be followed by a six-month implementation grace period for products manufactured and imported before that date. Industry should refer to MOHW's Korean-language implementation guidance and work with their importers before finalizing labels.

Background



In accordance with Article 8 of the Public Health Promotion Act, all alcoholic beverages sold and distributed in the Republic of Korea (ROK) must carry warning texts and/or images for excessive drinking. On May 8, the ROK’s Ministry of Health and Welfare (MOHW) revised the Enforcement Regulations of the Public Health Promotion Act and the Notice titled ‘Display content for warning text and warning images regarding excessive drinking, etc.’ to add warning labels for drunk driving and to add warning images as part of warning labels for excessive drinking, etc.

Please find below an unofficial translation and summary of the revised regulations and MOHW guidance. U.S. industry should refer to [MOHW’s Korean-language implementation guidance](#) and work with their importers before finalizing warning labels.

Labeling Requirements

- Labels must contain one of the Health-Related Risks Warning Texts in Table 1.
- Labels must contain either a Warning Text or Warning Image for Drunk Driving Risks and either a Warning Text or Warning Image for Risk During Pregnancy listed in Table 1.
- Industry may choose whether to use text and/or images.

Table 1. Specific Display Content of Warning Text and Images from Article 2 of the Notice

| | Warning Text | Warning Image |
|------------------------------|---|---|
| Health-related Risk | <ul style="list-style-type: none"> • Alcohol is a carcinogen, and excessive alcohol consumption can cause liver cancer, stomach cancer, and more. • Excessive alcohol consumption is a cause of cancer, and drinking among adolescents hinders growth and brain development. • Excessive alcohol consumption can lead to stroke, memory impairment, or dementia. | No Image |
| Drunk Driving Risk | <ul style="list-style-type: none"> • Drunk driving can endanger the lives of oneself and others. |  |
| Risk During Pregnancy | <ul style="list-style-type: none"> • Alcohol consumption during pregnancy increases the birth risk of malformed infants. • Alcohol consumption during pregnancy raises the risk of fetal malformation or miscarriage. |  |

How to Label

- The Warning Text must be displayed in Korean language (Hangul) inside a rectangle, starting with “Warning.”
- The Warning Image must be displayed inside a circle.
- When displaying both the Warning Text and the Warning Image together, they must be arranged adjacent to each other in sequence.
- The warning label must be displayed on the front panel.
- The warning label Font shall be Gothic.
- Stickers are allowed.

Examples

- Can of Beer: It may carry a health-related risk Warning Text, a drunk driving risk Warning Text and a risk during pregnancy Warning Image as below:

Warning: Alcohol is a carcinogen, and excessive alcohol consumption can cause liver cancer, stomach cancer, and more. Drunk driving can endanger the lives of oneself and others.



- Bottle of Whiskey: It may carry a health-related risk Warning Text, a drunk driving risk Warning Image and a risk during pregnancy Warning Image as below:

Warning: Alcohol is a carcinogen, and excessive alcohol consumption can cause liver cancer, stomach cancer, and more.



Implementation Date

- This new labeling requirement shall go into effect on November 9, 2026. MOHW will grant a six-month grace period for beverages containing alcohol manufactured in the ROK on or before November 9, 2026. As a result, they can continue to use the existing warning label until May 8, 2027. For imported beverages containing alcohol, import clearance must be completed by November 9, 2026, to use the existing warning label.
- Effective May 9, 2027, all beverages containing alcohol sold and distributed in the ROK must carry the new warning label.

Penalty

- Manufacturers and importers who fail to meet the new warning label requirement are subject to imprisonment for not more than one year or a fine not exceeding 10 million Korean won.

Others

- As a temporary measure, MOHW will allow the use of stickers to display the warning label. Stickers must not fall off easily and the warning statements and images must produce the same visual effect as printed labels.

- MOWH will not allow the use of foreign pictograms. Manufacturers must use MOWH warning images.

Reference

[MOHW Press Release](#) with Guidance Documents (Korean Language)

Attachments:

No Attachments.