

- **Wine Institute Code of Advertising Standards:**
 - [Code of Advertising Standards](#)
- **Federal Trade Commission (FTC):**
 - [Guides Concerning the Use of Endorsements and Testimonials in Advertising](#)
 - [FTC's Endorsement Guides: What People Are Asking](#)
 - [Endorsements, Influencers, and Reviews](#) (hosts various business guidance resources from FTC including plain language guidance)
- **Alcohol Tobacco Tax and Trade Bureau (TTB)**
 - [Alcohol Beverage Labeling and Advertising](#) (general resources page)
 - [What You Should Know About Advertising Alcohol Beverages](#)
 - [Industry Circular 2024-1: Use of Social Media in the Advertising of Alcohol Beverages](#)
 - [Industry Circular 18-1: Industry Compliance with Trade Practice Laws and Regulations](#)