Brains beer, sponsor of London Welsh RFC, revealed today reveal how they will handle a French ban on advertising alcohol.

Laws in France prohibit the Welsh brewer from displaying "Brains Beer" on London Welsh shirts when they face Grenoble December 7. So Brains needed to think a bit about how to display their message and came up with this: Use Yours.

The shirts, seen in the picture, will be unveiled when the players run out at the Stade Lesdiguiéres.

Richard Davies, Sales and Marketing Director at Brains explains: "'Use Yours' links back to our current advertising campaign 'Use Yours, Drink Ours' – which has recently been running in the National newspapers to support our Welsh Rugby Union sponsorship and the Dove Men Series. We believe that this shortened message will remind consumers of our brand in a subtle and clever way that adheres to the legislation.

"As a sponsor of the WRU we're well practiced in addressing the ban, which we've always seen as an opportunity rather than a problem. In 2005 we changed 'Brains' for 'Brawn', in 2007 the kit read 'Brawn Again', while in 2009 we chose 'Try Essai' – which when spoken aloud was intended to be mistaken for an invitation to 'try SA', with Essai being the French word for 'try'.

Mark Kemp, Head of Commercial at London Welsh added: “In running ‘Use Yours’ Brains and London Welsh are able to respect the French ban on alcohol advertising and work with the legislation. This maximizes Brains’ sponsorship of London Welsh and as the two famous Welsh brands forge their long term relationship.”