

Australia's Responsible Alcohol Marketing Scheme

27 August 2019

Independent Brands Australia becomes a signatory to Alcohol Marketing Regulator

The Management Committee of the Alcohol Beverages Responsible Alcohol Marketing Code (ABAC) today announced that Independent Brands Australia (IBA) has become a signatory to the Code. The Independent Brands Australia banner group supports over 2,700 stores across leading independent retail brands such as Cellarbrations, The Bottle-O, IGA Liquor, Duncans, Thirsty Camel, Big Bargain and Porters.

Independent Chair of ABAC, Harry Jenkins AO, says the involvement of Independent Brands Australia, as a large retail banner group in Australia, is very much welcomed by the ABAC Management Committee.

“IBA already participates in ABAC by pre-vetting many of its advertisements and by co-operating and complying with adjudication decisions of the ABAC Panel.

In becoming a signatory, IBA will abide by the ABAC Responsible Alcohol Marketing Code, commit funding toward the scheme and will participate in the service for checking of proposed advertisements or packaging of products.”

IBA joins a large number of alcohol marketers (representing 95% of alcohol producer and 64% of alcohol retailer advertising media spend in Australia), that have committed to the objectives of the Code to ensure that alcohol advertising does not encourage irresponsible or unsafe consumption or consumption by under 18s.

More information about ABAC is available at www.abac.org.au.

ENDS.

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