



ABAC Adjudication Panel Final Determination No. 68/19

Product: Fixation Squish Citrus IPA
Company: Fixation Brewing Company
Media: Packaging
Date of decision: 11 October 2019
Panelists: Professor The Hon Michael Lavarch (Chief Adjudicator)
Ms Debra Richards
Professor Richard Mattick

Introduction

1. This final determination by the ABAC Adjudication Panel (“the Panel”) concerns packaging for Fixation Squish Citrus IPA by Fixation Brewing Company (“the Company”) and arises from a complaint received 16 September 2019.
2. Alcohol marketing in Australia is subject to an amalgam of laws and codes of practice, that regulate and guide the content and, to some extent, the placement of marketing. Given the mix of government and industry influences and requirements in place, it is accurate to describe the regime applying to alcohol marketing as quasi-regulation. The most important provisions applying to alcohol marketing are found in:
 - (a) Commonwealth and State laws:
 - Australian Consumer Law – which applies to the marketing of all products or services, and lays down baseline requirements, such as that marketing must not be deceptive or misleading;
 - legislation administered by the Australian Communications and Media Authority – which goes to the endorsement of industry codes that place restrictions on alcohol advertising on free to air television;
 - State liquor licensing laws – which regulate retail and wholesale sale of alcohol, and contain some provisions dealing with alcohol marketing;

(b) Industry codes of practice:

- AANA Code of Ethics – which provides a generic code of good marketing practice for most products and services, including alcohol;
 - ABAC Responsible Alcohol Marketing Code (“ABAC”) – which is an alcohol specific code of good marketing practice;
 - certain broadcast codes, notably the Commercial Television Industry Code of Practice – which restricts when advertisements for alcohol beverages may be broadcast;
 - Outdoor Media Association Code of Ethics – which places restrictions on the location of alcohol advertisements on outdoor sites such as billboards.
3. The codes go either to the issue of the placement of alcohol marketing, the content of alcohol marketing or deal with both matters. The ABAC deals with both the placement of marketing i.e. where the marketing was located or the medium by which it was accessed and the content of the marketing irrespective of where the marketing was placed. The ABAC scheme requires alcohol beverage marketers to comply with placement requirements in the other codes as well as meeting the standards contained in the ABAC.
4. For ease of public access, Ad Standards (AS) provides a common entry point for alcohol marketing complaints. Upon a complaint being received by AS, a copy of the complaint is supplied to the Chief Adjudicator of the ABAC.
5. The complaint is independently assessed by the Chief Adjudicator and AS and streamed into the complaint process that matches the nature of the issues raised in the complaint. On some occasions, a single complaint may lead to decisions by both Ad Standards Community Panel under the AANA Code of Ethics and the ABAC Panel under the ABAC if issues under both Codes are raised.
6. The complaint raises concerns under the ABAC Code and accordingly is within the Panel’s jurisdiction.

The Complaint Timeline

7. The complaint was received on 2 August 2019.
8. Generally, the Panel endeavours to make a decision within 30 business days of the receipt of a complaint but this timeline is not applicable due to the two-part process involved in determinations concerning product names and packaging.
9. The quasi-regulatory system for alcohol beverage marketing features independent examination of most proposed alcohol beverage marketing communications against the ABAC prior to publication or broadcast. Pre-vetting approval was not obtained for the marketing communication.

Packaging

10. The following product packaging is referred to in the complaint.



The Complaint

11. The complainant is concerned that:
- the product is a “Citrus IPA” beer packaged to appear like orange squash, including a name clearly intended to be misread as “squash”; and
 - alcoholic beverages must not be packaged in a way that makes them look like orange squash, which is a type of beverage likely to be consumed by minors.

The ABAC Code

12. Part 3 of the ABAC Code provides that a Marketing Communication must NOT:

(b)(i) have Strong or Evident Appeal to Minors

13. Definition in Part 6 of the ABAC provides:

Strong or Evident Appeal to Minors means:

- (i) likely to appeal strongly to Minors;
- (ii) specifically targeted at Minors;
- (iii) having a particular attractiveness for a Minor beyond the general attractiveness it has for an Adult;

- (iv) using imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to Minors or that create confusion with confectionary or soft drinks; or
- (v) using brand identification, including logos, on clothing, toys or other merchandise for use primarily by Minors.

A **Minor** means a person who is under 18 years of age and therefore not legally permitted to purchase an alcohol beverage in Australia.

The Company's Response

- 14. The Company responded to the complaint by letter dated 24 September 2019. The Company's response is attached in the Annexure to this Determination.

The Panel's View

Introduction

- 15. Fixation Brewing is one of a large number of Australian craft brewers which have emerged over the last decade. Based in the Melbourne suburb of Collingwood, the Company commenced operations in 2015 producing India Pale Ales (IPA). The Company's beers have proven to be popular and award winning. Fixation Squish is one IPA in the Company's range and it is the packaging of this product which has drawn the complaint and is the subject of this determination.
- 16. The Company, in its very detailed and thoughtful response to the complaint, describes the product as a 'new world IPA that blends fresh fruit (blood orange and white grapefruit) and hop characters'. Because of these flavours the product is marketed as a citrus IPA and this defining feature is reflected on the product packaging.
- 17. The Company is not a signatory to the ABAC scheme and as such is not contractually bound to the Code, nor to comply with Panel determinations. It is clear, however, that the Company wishes to market its products in line with community standards for responsible alcohol marketing and it has cooperated with the Panel processes. This has facilitated the making of the determination.
- 18. On 3 October 2019 the Panel made a provisional determination that the product packaging was in breach of Part 3 (b) of the Code and consistent with the rules and procedures applying to decisions concerning product packaging, the Company was afforded an opportunity to seek a rehearing of the provisional determination by making further submissions. The Company has accepted the Panel's decision and the Panel has proceeded to make a final determination of the complaint.

19. The issue raised by the complaint is whether the product packaging has strong or evident appeal to minors (under 18 year olds). Specifically, does this strong appeal arise because of the use of imagery and designs that are likely to appeal strongly to minors or create confusion with soft drinks. The complainant contended that the product packaging was like an 'orange squash' given its name and how it looked. The Panel takes the complaint as essentially arguing that the packaging would likely be confused with an orange soft drink and this would be strongly appealing to minors.
20. In assessing compliance with a Code standard, the Panel is to adopt the standpoint of a reasonable person and how the marketing communication would be probably understood taking its content as a whole. The 'reasonable person' test means that the life experience, attitudes and values held commonly in a majority of the community is to be the benchmark. A person with a different understanding isn't 'unreasonable' but possibly their interpretation would not be shared by a majority of people.

General considerations and the Company's position

21. The Panel has considered the question of product packaging appealing strongly to minors arising from a potential confusion with a soft drink in previous determinations. From these decisions a non-exhaustive list of factors to be weighed up include:
 - does the packaging clearly identify the product as an alcohol beverage through the use of an alcohol descriptor like beer, ale, vodka, style of wine etc;
 - does the packaging have a visual design that resembles a soft drink such as the display of fruit images, bright colours, block colours and the use of a font style found typically on soft drinks or fruit juices;
 - the use of terms commonly associated with a soft drink or fruit juice e.g. orange, lemon, blueberry, pop, smash etc; and
 - the type of physical package used and whether this is similar to that used by soft drinks or fruit juices e.g. prima style juice box.
22. The Company has produced a very thorough response to the complaint which is attached in full to this determination. Some key points made by the Company include:
 - the determination needs to recognise the product name and the packaging as separate matters as the product is 'sold as a draught product' as well as in cans and hence the name of itself is distinct from the packaging in terms of its market position;

- 'orange squish' and 'orange squash' are not recognised soft drink names, as opposed to a 'lemon squash';
- the name 'fixation squish' would not of itself have strong or evident appeal to minors;
- the packaging does identify the product as a beer as the term IPA is widely understood to be a style of beer and taking the packaging as a whole there are some 8 separate references to the product being alcoholic;
- the font style used is not typically found on soft drinks or fruit juices;
- the depiction of a citrus fruit is contextualised with depictions of hops, as are the words used, so that the language on the packaging would not be commonly associated with a soft drink;
- the physical packaging is a can used traditionally with beer and 'orange fruit soft drinks are almost exclusively in plastic bottles'; and
- taken as whole the packaging would not be strongly appealing to minors or likely to be confused with a soft drink.

The Product Name

23. Firstly, it should be remembered that the ABAC does not regulate physical alcohol beverages. Accordingly, the Panel is not concerned as to whether the beer itself is available for sale but solely as to whether marketing communications for the beer are consistent with the ABAC standards. This means the availability of the product in draught form or indeed in cans is not a matter for the ABAC scheme.
24. The product name is 'Fixation Squish'. The Panel does not believe this name alone has strong or evident appeal to minors nor by itself would cause confusion with a soft drink. While 'squish' and 'squash' might be interchanged in some circumstances, there is nothing inherent in the product name which particularly appeals to minors, nor any other age demographic for that matter.

The Product Packaging

25. In assessing the compliance of the product packaging with the ABAC standard the packaging has to be assessed as a whole. This requirement means that it is not valid, for instance, to take a few seconds of a 30 second TV advertisement as meaning a marketing communication is inconsistent with a Code standard when the probable understanding of a reasonable viewer is to be drawn from the entire advertisement.
26. In applying this guidance, the Panel believes the way in which a reasonable person would likely absorb the message from a marketing communication needs

to reflected. So, for a roadside billboard, it's the impression a person would get from paying some attention to the billboard from a passing motor vehicle. For a beer can and/or the packaging around a six pack of beer, it is the impression obtained from looking at the packaging when viewed from the shelf of a bottle shop, or from a picture of the product packaging in a catalogue or shown on a website or other digital platform.

27. It is not reasonable to believe that an average consumer is going to pick up an individual beer can and examine it in fine detail while turning the can around the full 360 degrees. Accordingly, the Panel does not accept that the probable understanding of the packaging will be drawn from the small print mentions of 'beer' and similar alcohol references identified by the Company in its response. Rather the probable understanding will arise from:

- the overall colouring of the product packaging;
- larger and principal design graphics;
- the product name and other easily visible language/messages; and
- all of these in combination.

28. The Company contended that orange soft drinks are 'almost exclusively' sold in plastic bottles so the product being in a can would be a distinguishing point. This, however, does not recognise that well known orange soft drinks such as Fanta and Sunkist are sold in cans from many, if not most, supermarkets and convenience stores.

29. The Panel believes that the product packaging does breach the Part 3 (b) standard. The Panel has noted:

- the overall colouring of the packaging is blood orange, which is used in a block;
- the largest graphic is the depiction of a sliced citrus fruit, which given the overall colouring, would quite likely be understood as an orange;
- the term 'squish' is prominently displayed, which adds to the orange soft drink impression;
- there are cues that the product is alcoholic, namely, 'citrus IPA' and the generally small print mentions of beer, but these cues do not clearly establish the product is alcohol when viewed with the other features;
- taken as a whole, the probable understanding of a reasonable viewer is that the product is quite possibly a soft drink; and

- the overall impression created is of a drink which resembles an orange soft drink, which is likely to be strongly appealing to minors.
30. Accordingly, the Panel makes a final determination that the product packaging (but not the name of itself) is in breach of Part 3 (b) of the Code.

Annexure

RESPONSE TO ABAC COMPLAINT NO. 68/19

Thank you for providing a copy of the complaint no. CR001983, which complaint is:

“Citrus IPA” beer packaged to appear like orange squash, including a name clearly intended to be misread as “squash”.

BACKGROUND

Fixation Brewing Pty Ltd was founded in 2015, to specialise in the production of IPAs (India Pale Ales). In less than five years, Fixation Brewing has become one of Australia’s leading craft breweries.

As a result of winning gold medals for its beer at the Australian International Beer Awards in 2016, 2017 and 2018, Fixation Brewing was awarded the “Trophy for Excellence in Consistency” in 2018.

Fixation Brewing has also been recognised by the craft brewing industry’s peak body, the Independent Brewer’s Association as:

- the ‘Champion Medium Brewery’ in 2017; and
- the ‘Champion Large Brewery’ in 2019.

Fixation Brewing produces a range of different beers, all of which are IPAs. Most of these are only available ‘on tap’. However, our core range of beers is available in packaged form:

- Fixation – IPA
- Fixation Obsession – Session IPA
- Fixation Squish – Citrus IPA
- The Fix – Double IPA

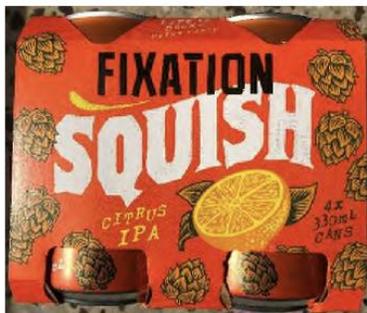
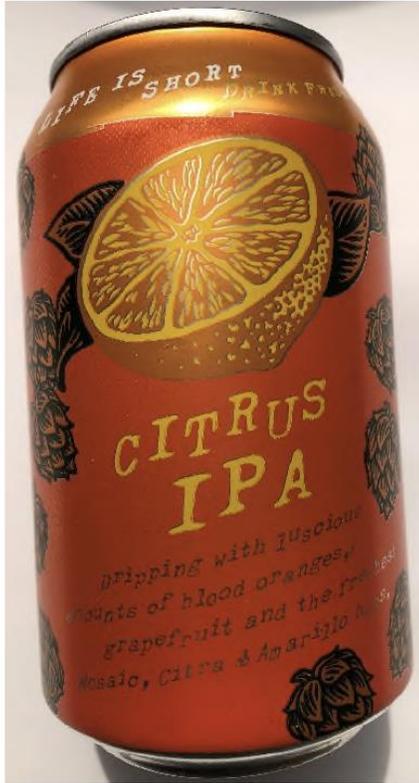
The name “Fixation” has become well-known as one of Australia’s leading craft brewers / beers.

Fixation Squish

Fixation Squish is a new world IPA that blends fresh fruit (blood orange and white grapefruit) and hop characters for a beautifully aromatic and flavoursome beer, which has a clean bitterness with aromas of fresh orange and tropical fruits.

Because the additions and flavours involve both grapefruit and orange, the product is marketed as a 'Citrus IPA', and the image used on the label is deliberately a non-descript citrus fruit (i.e. not specifically any one of an orange, lemon or grapefruit, but is reminiscent of any of them).

Full images of the Fixation Squish packaging (can and 4-pack) are:



Side view



Top view



Bottom view

Fixation Brewing is in the process of introducing new artwork for this product, although it has not yet been printed. The proposed new artwork is attached as **Annexure C**.

THE COMPLAINT

The Complaint refers to:

Advertisement Description	“Citrus IPA” beer packaged to appear like orange squash, including a name clearly intended to be misread as “squash”.
Advertisement Objection Reason	Alcoholic beverages must not be packaged in a way that makes them look like orange squash, which is the type of beverage likely to be consumed by minors.

RESPONSE TO COMPLAINT

The Complaint does not make specific reference to the provision of the Code against which it claims the advertisement offends.

It is not clear whether the complaint goes to both the name and packaging (the artwork on the can), or just the packaging.

In any event, the complaint should be treated as one about product names and packaging, rather than advertising or other marketing of alcohol. Thus, the decision making process should be in two parts, so that if the Panel makes a finding of a breach of an ABAC standard, this should be a provisional determination, allowing Fixation Brewing to seek a rehearing, as the consequences of an adverse ruling on Fixation Brewing will be significant, given it will be obliged to remove one of its core products from the market, as opposed to a single advertisement or campaign.

Relevant Provisions of the Code

Part 2(a) of the ABAC Code provides that the Code applies to all Marketing Communications in Australia generated by or within the reasonable control of a Marketer, except as set out in Section 2(b). This includes, but is not limited to:

....

- Alcohol Beverage product names and packaging

....

Part 3 of the ABAC Code provides that a Marketing Communication must NOT:

- (b)(i) have *Strong or Evident Appeal to Minors*;

Part 6 of the ABAC Code defines *Strong or Evident Appeal to Minors* as:

- (i) likely to appeal strongly to Minors;
- (ii) specifically targeted at Minors;
- (iii) having a particular attractiveness for a Minor beyond the general attractiveness it has for an Adult;
- (iv) using imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to Minors or that create confusion with confectionary or soft drinks; or
- (v) using brand identification, including logos, on clothing, toys or other merchandise for use primarily by Minors.

A 'Minor' means a person who is under 18 years of age and therefore not legally permitted to purchase an alcohol beverage in Australia.

Therefore, the complaint presumably is that:

- (i) The name 'Fixation Squish' is a breach of Part 3(b)(i) of the Code; and
- (ii) The packaging of the 'Fixation Squish' product is a breach of Part 3(b)(i) of the Code.

Because Fixation Brewing sells the product in draught form as well as in packaged form, and because it has a registered trade mark for the name "FIXATION SQUISH", it is necessary for the Panel to rule separately on these points.

Relevant Considerations

Over time, the ABAC Panel has made a number of decisions about alcohol marketing and product names and packaging as to whether they have a *Strong or Evident Appeal to Minors*.

From these previous cases the following general considerations can be derived:

- 1) each case has to be considered on its own merits and it is the overall impression created by the packaging that is to be assessed by a combination of features such as imagery, colour, use of language, product name and type of product container;
- 2) it is possible that a marketing item might have some residual or incidental appeal to minors while not strongly or evidentially appealing to minors; and
- 3) the intention of the marketer as to its intended audience is not the test but the understanding of the marketing item by a reasonable member of the community.

In relation to product packaging creating confusion with a soft drink, some considerations include:

- 1) does the packaging clearly identify the product as an alcohol beverage through use of an alcohol term like beer, ale, vodka, style of wine etc;
- 2) does the packaging have a visual design that resembles a soft drink such as the display of fruit images, bright colours and the use of a font style found typically on soft drinks or fruit juices;
- 3) the use of terms commonly associated with a soft drink or fruit juice e.g. orange, lemon, blueberry, pop, smash etc; and
- 4) the type of physical package used and whether this is similar to that used by soft drinks or fruit juices e.g. prima style juice box

In assessing if a marketing communication is consistent with an ABAC standard the Panel is to have regard to the probable understanding of the marketing communication by a reasonable person taking its content as a whole, where the values, opinions and life experiences common in a majority of the population is to be the benchmark.

Application of considerations to the name 'Fixation Squish'

The complaints considered by the Panel regarding the name of a product have generally considered the name as intrinsically linked with the packaging. This is because the products have been wine, cocktails, etc, which can only be sold in the packaging in question.

However, because Fixation Squish is also sold as a draught product (and the name is a registered trade mark), Fixation Brewing requires a ruling on whether the name itself is consistent with the Code; this will allow it to continue to use the name on its draught product.

The Macquarie Dictionary definitions of the words “squish” and “squash” are set out in the attached **Annexure A**.

The complaint alleges that the packaging of the Fixation Squish product is “beer packaged to appear like orange squash”.

However, “orange squash” is not a product familiar to Australians (unlike for example “lemon squash”). Attached as **Annexure B** is the results of a Google search on “orange squash” in the Australian (.au) domain. It can be seen that there are only **83** results – and most of these relate to the squash club in the NSW town of orange. This can be compared to a Google search on “lemon squash” in the .au domain – which produces more than **20,000** hits.

Furthermore, the product name is **not** Fixation Squash – it is Fixation Squish. And although “squish” is a synonym of “squash”, the fact remains that people do not drink “lemon squish”, nor are children or adolescents likely to associate or mistake the word although “squish” for “squash”.

Although the intention of the marketer is not relevant in determining whether a breach of the Code has occurred, it is important to note that the reason for adopting this name is a genuine one (and with nothing to do with appealing to minors) – namely to reference the fact that the beer is produced by including ‘squished’ citrus fruits (i.e. grapefruit and orange).

As a result of the relative paucity of complaints about product names *simpliciter*, there is not a lot of guidance to be had from previous decisions of the Panel

The name “Cheeky Monkey” was not, of itself, held to be in breach of the Code in Determination No. 33/19. Four of the six products complained of were found to not be in breach of the Code. Therefore, the name itself was not the problem even though the phrase “Who’s a cheeky monkey” is a childish catchphrase.

In considering the name and packaging of the beer “Ri-beer-na” in Determination 68/18, the Panel acknowledged that “a reasonable person would likely understand the product to be a tongue in cheek play on the Ribena name”, but it seems this would not have been sufficient for it to be a breach of the Code, as the determination made it clear the product was in breach of the Code because:

- the product packaging does create a potential confusion with the children’s drink Ribena;
- The product packaging resembles Ribena in the use of purple colouring and depictions of blackcurrants;
- The product packaging adopts a font style for the name which is identical or very similar to that employed on Ribena products;
- Taken as a whole the similarity in the packaging’s design, colouring, and use of the font for the name would be taken as having a strong or evident appeal to minors.

Similarly, in the Jedi Juice (Determination No. 34/19) case, it was not just the name, but “the recognisable Princess Leia sourced image on the packaging” that was a key element in the complaint being upheld.

In Determination No. 104/11 & 106/11, the Panel upheld a complaint about the name “Skinnygirl” even separate to its accompanying packaging, on the basis that:

“The name “Skinnygirl” has evident appeal to adolescent females, particularly in light of the well-recognised issues some adolescent females experience with body image and perceptions of what is a desirable weight.”

As the Panel has previously ruled, a product or packaging might have consequential or residual appeal to children or adolescents – but this is not sufficient to find a breach of the code. What is required is that is product material which has “strong or evident” appeal to children and adolescents.

The name “Squish” would not be considered by a reasonable person to have “strong or evident” appeal to children and adolescents.

However, as clause 5 (Interpretation) of the Code requires, the name to be considered “taking its content as a whole” – and therefore the product name to be considered is “Fixation Squish” – which also would not be considered by a reasonable person to have “strong or evident” appeal to children and adolescents.

Application of considerations to the packaging of ‘Fixation Squish’

The complaint alleges that the name and packaging of the Fixation Squish beer is “packaged in a way that makes [it] look like orange squash, which is the type of beverage likely to be consumed by minors”.

As noted above, in relation to product packaging creating confusion with a soft drink, some considerations include:

- 1) does the packaging clearly identify the product as an alcohol beverage through use of an alcohol term like beer, ale, vodka, style of wine etc;
- 2) does the packaging have a visual design that resembles a soft drink such as the display of fruit images, bright colours and the use of a font style found typically on soft drinks or fruit juices;
- 3) the use of terms commonly associated with a soft drink or fruit juice e.g. orange, lemon, blueberry, pop, smash etc; and
- 4) the type of physical package used and whether this is similar to that used by soft drinks or fruit juices e.g. prima style juice box.

Examining each of these considerations in turn:

1. Clear identification of the product

The can bears the words “BEER – PRODUCT OF AUSTRALIA”. (The new version of the can artwork uses the words “THIS BEER IS VEGAN”.)

Even though the product contains orange juice and grapefruit juice, the packaging does not use the words “juice”, “juicy”, etc. It does use the word ‘fruity’, but only because the product contains fruit, and has a fruity flavour – and in any event the word is used in the same sentence with the word ‘beer’ - “Our beer may pour hazy from the hoppy, fruity goodness”.

Furthermore, both the can and the packaging describe the product as being made with “the freshest Mosaic, Citra and Amarillo hops”. The only mention of the words “blood oranges, grapefruit” are in conjunction with the reference to these three types of hops used in the beer.

Fruit-based soft drinks are generally marketed by the specific fruit component (e.g. orange, lime) – not a generic reference to ‘citrus’.

The packaging also states that the product is a “Citrus IPA”. In Determination No. 82/18, the Panel rejected that NEIPA (New England India Pale Ale) was not a clear identifier of the product as a beer only because of “the other features which closely resemble an orange soft drink”. In this case those other features are not present (as detailed below).

Although the Panel held in Determination No. 33/19 that the term “IPA” was “not so widely understood amongst the wider population as to reduce the strong appeal of the packaging to minors”, attached as **Annexure D** is an extract from the “May 2019 Update” from the Independent Brewers Association, slide 7 of which shows that 10% of the value of beer sales in Australia are now spent on products brewed by independent, craft brewers (based on June 2018 data from the Australian Taxation Office). This does not include the large sales of ‘craft’ beer by the major brewers (CUB and Lion) under brands such as James Squire, Furphy, 4 Pines and the “Yak” brands. With respect to the Panel, Fixation Brewing submits that the broader population is now aware of more beer styles than just traditional styles such as lager, ale and bitter. (Noting that the survey results referred to in the above decision showed that 79% of respondents voted IPA as their most consumed style.)

Because of the shape of the can, being round, with a label encircling it presenting a 360° view, it is not appropriate to consider one part of the label in isolation, rather it must be the ‘content as a whole’ that is considered (as required by Part 5 of the Code). When looked at from other angles, the elements which make it clear that this is a beer include:

1. the words “BEER – PRODUCT OF AUSTRALIA”
2. the words “Mosaic, Citra and Amarillo hops”
3. pictures of hops all over the packaging
4. the words “Citrus IPA”
5. the words “Our beer may pour hazy from the hoppy, fruity goodness”
6. the alcohol by volume statement (5.9% ALC/VOL”
7. the standard drinks logo
8. the new can packaging (and the existing 4-pack) also display the pregnant lady pictogram.

2. Visual design elements

Fixation Brewing does not use a font style found typically on soft drinks or fruit juices on any of its packaging:



Although it does display a citrus fruit cut in half, as mentioned above this is a generic citrus, rather than a picture of a specific fruit, and is used to indicate the inclusion of orange and grapefruit juice in the beer. Furthermore, hop vines appear all over the packaging, reinforcing that this is a beer.

The packaging uses a block orange colour, and there are no contrasting colours or any other elements or patterns which might be considered eye catching or an appealing imagery for minors.

3. Words

There are no words or terms used on the Fixation Squish which are commonly associated with a soft drink or fruit juice.

The word “citrus” is used as part of the term “Citrus IPA”. The word “citrus” is often associated with ‘acidic’ (i.e. citric acid) – it is definitely not associated with a ‘sweet’ flavour, which is the main driver of sales of soft drinks.

The only mention of the words “blood oranges, grapefruit” are in conjunction with the reference to the three types of hops used in the beer - Mosaic, Citra and Amarillo hops.

Furthermore, in line with the mandatory labelling requirements, the can contains a description of the product - “BEER”.

The words “Our beer may pour hazy from the hoppy, fruity goodness” also appear on the can.

4. Packaging

Fixation Squish is packaged in a traditional beer can (cf Determination No. 52/18), not in the type of physical package similar to that used by soft drinks or fruit juices e.g. prima style juice box. Attached as **Annexure E** is a printout of the images from the search referred to in Annexure A. From this it can be seen that the orange fruit soft drinks are almost exclusively in plastic bottles.

Therefore, when considering the naming and packaging content as a whole, and assessing the whole of the name and package against the relevant considerations identified by the Panel in previous decisions, the Fixation Squish name and package would not be considered by a reasonable person to have “strong or evident” appeal to children and adolescents, nor would they be likely to be confused with confectionery or a soft drink.

SUMMARY

To summarise the above, Fixation Brewing submits that the Panel should dismiss the complaint because:

In relation to the name of the product:

- 1) The concept of an ‘orange squash’ is not a familiar one to Australians; and
- 2) The name which must be considered is not ‘Squish’ but ‘Fixation Squish’, and

neither of these names can reasonably be said to have strong or evident appeal to children and adolescents (whether or not they have consequential or residual appeal to children or adolescents).

In relation to the packaging of the product:

3) The wording and images used on the packaging clearly indicate it is a beer ("Citrus IPA", "BEER", "Our beer may pour hazy from the hoppy, fruity, goodness", alcoholic level, standard drinks logo, pregnant lady pictogram, pictures of and written references to hops, etc) - so that there could be no confusion with confectionary or soft drinks, and nor is it likely to have any strong appeal to minors; and

4) The colours and other visual elements do not resemble those of a soft drink, and it is packaged in a traditional beer can, rather than a plastic bottle of other style of packaging used by soft drinks or fruit juices,

as a result of which a reasonable person would not interpret the interaction of the name and packaging as having a strong or evident appeal to children and adolescents, nor that it would be likely to create confusion with confectionary or soft drinks.

Additional Questions from ABAC Panel

The ABAC Panel has asked Fixation Brewing to respond to the following questions:

1. Did the product packaging (can and 6 pack box) receive Alcohol Advertising Pre-vetting Service Approval?
2. Does the product packaging (can and 6 pack box) breach Part 3 (b)(i) of the Code by having strong or evident appeal to minors, including using imagery, designs, motifs, animations or cartoon characters that are likely to appeal strongly to Minors or that create confusion with confectionary or soft drinks by a combination of:
 - a. the name 'Squish' which is a play on the soft drink 'Squash';
 - b. bright orange packaging, stylised lettering and imagery, an image of a cut orange or lemon and a reference to 'citrus' which brings to mind citrus flavoured soft drinks; and
 - c. no reference to alcohol per volume on the front of the can or the box.

In answer to Q. 1 – No, the product packaging did not receive Alcohol Advertising Pre-vetting Service Approval.

In answer to Q.2 – these questions are all answered in the response to the Complaint above.

In relation to 2(c), I note that the can is round, and as such there is no 'front' *per se*. There is indeed a reference to the alcohol per volume (as well as the standard drinks logo) on both the can and on the 4-pack, and the pregnant lady pictogram also appears on the 4-pack and on the new can artwork.

Fixation Brewing is not a member of any of the Australian alcohol beverages manufacturing and marketing industry associations that are involved in the operation of ABAC, and as such is not bound to comply with decisions of the ABAC Panel.

However, Fixation Squish is sold through supermarket chains which require that products are Code compliant. Therefore, for Fixation Squish to continue being sold through such outlets, Fixation Brewing would have to change its name and / or packaging if the Panel upholds the Complaint.

Yours sincerely
FIXATION BREWING PTY LTD

A handwritten signature in black ink, appearing to read 'Tom Delmont', with a long horizontal flourish extending to the right.

TOM DELMONT
FOUNDER

Appendix A

Macquarie Dictionary Online definitions

squish

/skwɪʃ/ (say skwish) *Colloquial*

–*verb* (t) **1.** to squeeze or squash.

–*verb* (i) **2.** (of water, soft mud, etc.) to make a gushing sound.

–*noun* **3.** a noise made by squishing.

[17th century; imitative]

–**squishy**, *adjective*

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squash¹



/skwɒʃ/ (say skwosh)

verb (t) **1.** to press into a flat mass or pulp; crush.

2. to suppress or put down; quash.

3. *Colloquial* to silence, as with a crushing retort.

–*verb* (i) **4.** to be pressed into a flat mass or pulp.

5. (of a soft, heavy body) to fall heavily.

6. to make a splashing sound; splash.

–*noun* **7.** the act or sound of squashing.

8. the fact of being squashed.

9. something squashed or crushed.

10. something soft and easily crushed.

11. a great number of people in a comparatively small space.

12. a game for two players, played in a small walled court with light racquets and a small rubber ball: **if she had her own car and she could, say, get out and play squash with a woman one day and tennis the next day or something like that, you know.* – LYN RICHARDS, 1985.

13. *US* a game resembling this game, played with a larger ball and racquet.

14. a small rubber ball used in the game of squash.

15. a beverage based upon a fruit juice, often diluted.

16. → **social** (def. 11).

[Old French *esquasser*. See **QUASH**¹; ? partly imitative]

–**squasher**, *noun*

© Macquarie Dictionary Publishers, 2019

‘Squash’ has two separate definitions in the Macquarie Dictionary. The second definition relates to a pumpkin-like vegetable, so is not relevant here.



"orange squash" site:.au



All Images Shopping Videos News More Settings Tools

About 83 results (0.54 seconds)

Orange Squash Club - Book a Court | Play Comp | Juniors ...

<https://orangesquashclub.com.au>

Love a competitive game of squash? A friendly hit? Or learning to play? Orange Squash Club offers a range of programs for squash enthusiasts, Orange NSW.

Contact Us - Orange Squash Club

<https://orangesquashclub.com.au> > contact

Aug 31, 2019 - Want to get involved with the Orange Squash Club? Feel free to send us a quick email or send us a message on our Facebook Page ...

See "orange squash" site:.au



Kirks Lemon Squash
\$1.20
Woolworths

In store

More on Google

Images for "orange squash" site:.au



More images for "orange squash" site:.au

Report images

Orange Squash Courts - Squash Courts - 146 Moulder St ...

<https://www.yellowpages.com.au> > nsw > orange-squash-courts-13119738-...

Orange Squash Courts Squash Courts - Orange, New South Wales, 2800, Business Owners - Is Orange Squash Courts in Orange, NSW your business?

We're back, baby: Orange's squash nuts 'pumped' with ...

<https://www.centralwesterndaily.com.au> > Sport > Local Sport

Jul 2, 2018 - Blayney looked its only option for a while, but the Orange squash community has been given a reprieve.

Dulux Orange Squash Paint Colour - S10G9 - s10

<https://www.dulux.com.au> > specifier > colour > orange-squash

Explore Dulux Orange Squash colour details. Order colour sample online, find complimentary colour schemes, similar colours and products available!

Orange Squash Courts | Moulder Street, Orange, NSW | White ...

<https://www.whitepages.com.au> > orange-squash-courts-10495278

Connect with Orange Squash Courts at Moulder Street, Orange, NSW. Find business, government and residential phone numbers, addresses & more on the ...

Orange Squash 585 | Gibbon Group

<https://gibbongroup.com.au> > products > orange-squash-585

Product Description, Tretford Cord Carpet is made in Ireland using 80% Goat Hair, 15% Nylon and 5% Viscose. It's construction is unique due to the fusion ...

Videos

Annexure B (p. 2 of 8)

 <p>Jesse Keegan among champions in Orange Squash Club ...</p> <p>Central Western Daily - Dec 14, 2018</p>	 <p>Season 07, Episode 02: Orange Squash, Holey Biscuits ...</p> <p>Clickview Online - Jun 19, 2019</p>	 <p>Season 07, Episode 02: Orange Squash, Holey Biscuits ...</p> <p>Clickview Online - Nov 14, 2018</p>
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Old fashioned orange squash - Slow Living Essentials

slowlivingessentials.blogspot.com.au > 2012/01 > old-fashioned-orange-sq...

Jan 5, 2012 - I ended up with 1.5 litres of good, old fashioned orange squash concentrate, To use, simply add a small amount of the syrup to an empty glass ...

orange squash / Cordial / dilute - Orlando Forum - TripAdvisor

https://www.tripadvisor.com.au > ... > Orlando > Orlando Travel Forum

Answer 1 of 16: Hello Do they sell dilute orange / orange squash / Orange cordial - orange that you put a bit in the bottom of a glass and fill the rest of your glass ...

Orange Squash - Cookidoo® - the official Thermomix® recipe ...

https://cookidoo.com.au > recipes > recipe > en-AU



15 min. - Calories: 1121

Whether it reminds you of Wimbledon or takes you back to school sports days, there's no denying orange squash is a summer day essential. It's really easy to ...

Brooke's Oros Orange Squash - Springbok Delights

www.springbokdelights.com.au > store > cordials > brooke-s-oros-orange...

Brooke's Oros Orange Squash. \$6.95 aud. The Oros you know and love still tastes the same as it has for over 100 years. This is because its made with a unique ...

Orange Squash, Cordials & Syrups for sale | eBay

https://www.ebay.com.au > ... > Orange Squash, Cordials & Syrups

Results 1 - 48 of 56 - Get the best deal for Orange Squash, Cordials & Syrups from the largest online selection at eBay.com. Browse our daily deals for even ...

Orange Squash Club look among front-runners for AMP ...

https://www.dailyliberal.com.au > Sport > Local Sport

May 17, 2019 - AMP Intertown Squash Tournament director Dave Fuller said you "could throw a blanket" over this year's Men's A Grade title hopefuls, but even ...

Oros Orange Squash 2L - Cape to Cairo

https://www.capetocairo.com.au > Shop > Groceries > Cordials & Fruit Juices

\$10.45 - In stock

Cape to Cairo - Australia's first stop shop for billing and other South African groceries, including Oros Orange Squash 2L.

Oros Orange Squash 1L - Springbok Foods

https://www.springbokfoods.com.au > oros-orange-squash-1l

3kg Parcel Post Satchel - Standard Service - \$14.55. Express Post 3kg Satchel - Standard Service - \$17.30, Oxenford Retail Shop - Store Pickup - \$0.00

Mazoe Orange Squash Concentrate - 2L - SATOOZ

www.satooz.com.au > mazoe-orange-squash-concentrate-2l

Rating: 5 - 1 vote

Mazoe Orange Squash Concentrate - 2L - Mazoe. ... \$10.19. Add to Cart. Brookes Oros Original Orange Squash 1 Litre. \$6.29. Add to Cart. Ceres Litchi Juice 1 ...

Orange Squash: Reviews | Orange Squash | Clubs - SportyHQ

https://www.squash.org.au > review > view > club

Orange Squash: Reviews. Clubs - Orange Squash: Orange Squash: Reviews. Reviews. This location does not have any reviews, Write a Review, Please sign in,

Robinsons Orange Squash No Added Sugar 1L - Amazon.com.au ...

<https://www.amazon.com.au> > Robinsons-Orange-Squash-Added-Sugar

Please be aware that unless expressly indicated otherwise, product packaging may vary from what is shown on this listing. We recommend that you do not rely ...

30 Top Orange Squash Pictures, Photos and Images - Getty ...

<https://www.gettyimages.com.au> > photos > orange-squash

Find the perfect Orange Squash stock photos and editorial news pictures from Getty Images. Download premium images you can't get anywhere else.

Tree Top orange squash!. | 1960's U.K - My Memories ...

<https://www.pinterest.com.au> > pin

This Pin was discovered by Jan. Discover (and save) your own Pins on Pinterest.

Orange Squash by Larri Patience - Art from Cooks Hill Galleries

<https://cookshillgalleries.com.au> > ALL ART FOR SALE

Orange Squash, Larri Patience, 39154, \$12,500,00, Image size: 245 x 80 x 65 cms, Medium: Fibreglass & Auto Spray Dated: 2018, Artist Statement: Larri ...

Orange Squash - Sports Noticeboard

www.sportsnoticeboard.com.au > squash_courts > Orange_Squash

Play Squash at Orange Squash and use the sports noticeboard to remind your friends what time, whos coming, who needs a lift, etc.

Mica Orange Squash - Bath Bomb World

<https://www.bathbombworld.com.au> > mica-orange-squash

Good results in cold process soap making - See attached swatch. NSIC : mica - titanium oxide-iron oxide. 10-60µm. This product is safe for use on the skin/lips ...

Orange Squash Courts in Orange, NSW, Squash - TrueLocal

<https://www.truelocal.com.au> > ... > NSW > Central Tablelands > Orange

Orange Squash Courts in Orange, NSW, 2800. Business contact details for Orange Squash Courts including phone number, reviews & map location - TrueLocal.

parkers-soft-drink-orange-squash - Metro Beverage Co

<https://mbcdrinks.com.au> > parkers-soft-drink-orange-squash

... js-comp-ver-4.12.1,vc_responsive. Metro Beverage Co / parkers-soft-drink-orange-squash. parkers-soft-drink-orange-squash. MBC 19.01.2017 0. 0 Likes ...

Brooks Oros Orange Squash 1L - South African Online Shop

<https://southafricanonlineshop.com.au> > brooks-oros-orange-squash-1l

\$6.00

Brooks Oros Orange Squash 1L. Price: \$6.00. Image 1. Larger / More Photos. Add to Wish List. ADD TO CART. Add to Wish List. Click the button below to add ...

Oros Orange Squash 1 Litre - SAproducts - Traditional South ...

<https://www.saproducts.com.au> > oros-orange-squash-1-litre

Brookes Orange Squash Oros brought to you by ibiltong.

OROS ORIGINAL ORANGE SQUASH - Prestige Products

<https://prestigewa.com.au> > product > oros-original-orange-squash-2

\$5.30 - In stock

OROS ORIGINAL ORANGE SQUASH. \$5.30. Add to WishlistRemove from Wishlist. Add to Wishlist, OROS ORIGINAL ORANGE SQUASH quantity, Add to cart.

Wilson Hammer Team Orange Squash Racquet Australia

<https://www.squashonly.com.au> > copy-of-wilson-impact-pro-300-squash-...

\$79.95

Wilson Hammer Team Orange Squash Racquet Australia.

Brookes Oros Orange Squash - South African Home Foods

<https://southafricanhomefoods.com.au> > products > brookesorosorangesqu...

\$5.95 - In stock

Brookes Oros Orange Squash. Available. Quantity: -. Default Title. Default Title. \$5.95. Subtotal: Add to Cart, Tweet, Facebook, Google+, LinkedIn, Pinterest.

BBE orange squash Compressor Pedal | Guitars & Amps ...

<https://www.gumtree.com.au> › s-ad › gladesville › bbe-orange-squash-com...
BBE orange squash in perfect working and cosmetic condition This pedal uses a fet circuit to achieve its compression and has a clear transparent sound, ...

PR8499/LAB/232 Coxon's Sparkling Orange Squash ...

purl.silwa.wa.gov.au › slwa_b2948419_3
[Coxon's drink labels], slwa_b2948419_2slwa_b2948419_4slwa_b2948419_3. PR8499/LAB/232 Coxon's Sparkling Orange Squash (Click to Start Zoom) ...

Orange Squash Club | Opens | Western Region Pennants Gala D...

<https://www.carrarasquash.com.au> › league › view › team
Player, Team Position, Home Matches, Away Matches, Total Matches, Won, Lost, Matches Won (%), Games Won, Games Lost, Games Won (%), Current Points ...

Grays Ninja 140 Orange Squash Racquet • Dapto Squash

<https://daptosquash.com.au> › Racquets
Grays Ninja 140 Orange Squash Racquet - buy it here! Squash racquets, squash shoes, squash clothes and more. Excellent range of squash products for sale.

Wilson Hammer Team Orange Squash Racquet - Qantas Store

<https://www.qantasstore.com.au> › wilson-t90953-hammer-team-orange-squas...
Shop for Wilson T90953 Hammer Team Orange Squash Racquet online on the Qantas Store and use your Frequent Flyer points to purchase.

Oros - Orange Squash Flavour - 1 Litre Bottles | Shop South ...

<https://www.shopsouthafrica.com.au> › collections › drinks-juices › products
Oros - Orange Squash Flavour - 1 Litre Bottles. Oros - Orange Squash Flavour - 1 Litre Bottles
• Oros - Orange Squash Flavour ...

Sarah Jean 'Surprise' x Hazel Fay 'Orange Squash ...

<https://www.springfieldorchids.com.au> › hanging-basket-cymbidium-hybrids
Sarah Jean 'Surprise' x Hazel Fay 'Orange Squash', Product ID: SO1493, This cross was made to produce small tetraploid orange plants suited to hanging ...

Orange Squash Courts - Located in ORANGE (NSW): Squash ...

<https://www.aussieweb.com.au> › business › orange+squash+courts
... Clubs & Courts > NSW > ORANGE, 2800 > Orange Squash Courts. View More Information on Orange Squash Courts. Orange Squash Courts. (02) 6362 7921 ...

Quarter Full Glass Orange Squash Juice Drink MPS KS2 ...

<https://www.twinkl.com.au> › illustration › quarter-full-glass-orange-squash...
Full,glass,orange,orange Squash,juice,drink,hydrate,outline,colour In,colouring Illustration.

Student Film "Orange Squash" Needs Two Females in 20s ...

<https://www.starnow.com.au> › listing › student-film-orange-squash-needs-...
Oct 25, 2018 - Casting Call! Student Film "Orange Squash" One of the first female stoner comedies! The world needs MORE! Unpaid Looking for 2 women in ...

Non Fizzy - Soft Drinks - Best of British Perth

www.bestofbritish.com.au › non-fizzy
Robinsons Orange Squash - No added sugar 900ml. \$5.95 AUD. more info | add to cart.
Robinsons Summer Fruits Squash - NAS 900ml. \$5.95 AUD. more info ...

rnd-wl-065-Orange-Squash-ii - Bashiri

<https://bashiri.com.au> › ...
rnd-wl-065-Orange-Squash-ii • Simon Fraser April 3, 2019 • Previous Post, Extra-Large Round Basket - Orange Squash ...

Brookes Oros NAARTJIE Squash - Tonys Quality Meat

<https://www.tonysqualitymeat.com.au> › Drinks
\$10,50, In stock, Brookes Oros Orange Squash 1lt, \$5,99, In stock, Brookes Oros Orange Squash 2lt. \$10,50, In stock, Brookes Oros Passion Fruit Squash 1lt.

- Brooke's Oros Orange Squash 1L - African Delights**
<https://www.africandelights.com.au> > product-page > brooke-s-oros-orange-s...
 The Oros you know and love still tastes the same as it has for over 100 years. This is because its made with a unique recipe of Navel oranges and only uses ...
- Orange Squash Cards | Zazzle AU**
<https://www.zazzle.com.au> > Invitations & Stationery > Cards >
 Birthday, seasonal, thank you and more amazing Orange Squash cards available right here! You can easily personalise any card. Create your own unique card ...
- Guruji Orange Squash 700ml | Indian Store Perth | Ganesh ...**
www.indianstoreperth.com.au > guruji_orange_squash_700ml >
 COLD DRINKS > Beverage > Guruji Orange Squash 700mL Items in Trolley: 0 (AUD 0). Guruji Orange Squash 700mL. Guruji Orange Squash 700ml (ref#:3529) ...
- Inform Connection // Grays Innovation Classic Orange Squash ...**
www.informconnection.com.au > product >
 Nov 15, 2015 - Grays Innovation Classic Orange Squash Racquet. With the Innovation Classic Yellow being so popular last year we have brought in the pink ...
- WILSON HAMMER TEAM ORANGE SQUASH RACQUET ...**
<https://www.sportspowerbundaberg.com.au> > estore > style > wit90953 >
 WILSON HAMMER TEAM ORANGE SQUASH RACQUET Sports-Tennis Sportspower Online Sports Store. Located in Bundaberg Queensland. We are your ...
- BBE Stomp Pedal-Orange Squash - Paytons**
www.paytons.com.au > Guitar > Guitar Accessories > Effect Pedals
 Orange Squash Vintage Compression Circuit with FET Design It is a compressor patterned after an old favorite that levels out louder signals while boosting ...
- Brookes Oros Orange 1L - Biltong and Boerewors**
<https://www.biltongandboerewors.com.au> > Shop > Soft Drinks >
 \$6,99 - In stock
 Moms and dads and even their moms and dads and maybe even their's (you get the picture) will remember the Original Oros Orange Squash that they grew up ...
- My Shaldan V5 Air Freshener in Squash Scent**
<https://www.myshaldan.com.au> > ... > My Shaldan V5 Squash >
 \$6,99 - Out of stock
 ... packaging with fresh fruit design; Variety of scents i.e, 8 fragrance (Lemon, Lime, Orange, Squash, Herb, Apple, Peach, Sweet Gardenia); Lasts up to 8weeks.
- Bathurst reigns in the top division of AMP Intertown Squash ...**
<https://www.westernadvocate.com.au> > Sport > Local Sport
 May 23, 2018 - Panthers cleaned up the competition on their home courts to end Crookwell's reign at the top.
- Patrick Williams - Yates Baker Mclean**
www.ybm.com.au > team-profiles > patrick-williams >
 ... loves "helping clients achieve the best outcomes". Outside of work, he's a member of Orange City Rugby Club and regularly plays for Orange Squash Club.
- Your weekly television preview | Adelaide Now**
<https://www.adelaidenow.com.au> > entertainment > your-weekly-television-p...
 Jul 9, 2013 - How do they mass produce orange squash and instant soup? Enthusiastic host Stefan Gates enlists the help of two British (ahem) stars, Anton ...
- Robinsons Orange Squash - Buy Irish British Grocery ...**
<https://irishandbritishstore.com.au> > product-description >
 Free Delivery when you spend \$125 or more (within Sydney). All fresh meat products are delivered only Sydney area. > Products > Robinsons Orange Squash ...
- Unfold Lamp in Orange - Muuto - Living Edge**
<https://livingedge.com.au> > Products > Lighting > Pendants & Chandeliers >
 Shop for Unfold Lamp in Orange by Muuto online or in store at Living Edge. Shop now.

Annexure B (p. 6 of 8)

Drink Labels | City Printing Works

<https://cpw.com.au> › [how-we-began-2](#) › [vintage-print-gallery](#) › [drink-labels](#) ▼
 bj-mf-rhodes-chocolate-cordial, youngs-lemon-cordial, youngs-creaming-soda, wj-symonds-orange-squash, willsons-cordials-creaming-soda, wards-ginger-ale,

flavour.description - Trend Drinks

www.trenddrinks.com.au › [flavour.description.php](#) ▼
 Aug 16, 2019 - Real Lemon Squash! Orange Squash. This very refreshing Orange Squash contains 5% orange juice. Similar to the lemon, uses real fruit juice, ...

Squash flavoured drink sachets - HealthPak Australia

<https://healthpak.com.au> › [hotel-and-motel-supplies](#) › [food-and-beverage](#) ▼
 Squash is the first powdered cold beverage option to be developed specifically for Hotel and Motel guests. It's a wonder it took us so long to come up with the ...

Squash Courts in Sydney - Sports Noticeboard

www.mysnb.com.au › [squash](#) ▼
 Narrandera Squash · North Shore Lane Cove Squash · Northmead Squash · Nowra Bomaderry Squash · Oberon RSL Squash · Orange Squash · Oxley Squash

Socks for Squash Quarter Length Orange, Squash.com.au ...

<https://www.squash.com.au> › [product_info](#)
 Designed specifically for squash, these vibrantly coloured socks are nicely padded and have a striking squash ball design. Every pair of Sock for Squash sold ...

Oros - Orange Squash Flavour - 1 Litre Bottles - Rewardia

<https://shopping.rewardia.com.au> › [Oros_Orange_Squash_1_Litre_Bottles](#) ▼
 Buy Oros - Orange Squash Flavour - 1 Litre Bottles and earn reward points. Redeem points in our rewards store. Save with coupons and vouchers.

Juicy contest | Daily Telegraph

<https://www.dailytelegraph.com.au> › [travel](#)
 <p>Orange squash ... the battle, which every year turns the, <p>Splat ... a partygoer winces in pain as he feels the. <p>Object of my affection ... the tradition ...

Robinsons Double Concentrate Orange Squash 500mL - Grocery...

<https://grocerycop.com.au> › [products](#) › [robinsons-double-concentrate-orang...](#)
 Coles. Description: Robinsons Double Concentrate Orange Squash 500mL; Price: \$4.79; Volume: 500mL; Cup Volume: 100mL; Cup Price: \$0.96; Latest Price: ...

^[PDF] brunch - Grain Store

<https://grainstore.com.au> › [uploads](#) › [2017/04](#) › [GS-BRUNCH-010417-1](#) ▼
 orange squash, tomato velouté, charred brussel sprouts, pumpkin crostini 27. BBQ PULLED ORGANIC LAMB SHOULDER avocado, pomegranate, persian cous ...

Search results - active ABNs and namesVersion: 9.8.6

<https://abr.business.gov.au> › [Search](#) › [ResultsActive](#) › [+Triathlon+Club](#) ▼
 25 matches - Active, Orange Squash Club Inc. Entity Name, 2800 NSW. 53 902 440 935. Active, ZONTA CLUB OF ORANGE INCORPORATED, Entity Name

Wilson - Hammer Team Orange Squash Racquet - Passport to ...

<https://www.passportorewards.com.au> › ... › [Tennis & Squash](#) ▼
 The Wilson Hammer Team Orange Squash Racquet provides the ultimate blend of control and power for your next winning streak. Perfect for beginner to ...

Slip - Australian Poetry Library

<https://www.poetrylibrary.edu.au> › [murray-les](#) › [poems](#) › [slip-0560232](#) ▼
 in their yolk of orange squash, tugging out each mud galosh, sheep climb those twenty-inch highlands, and vehicles at a miles-wide rushing break in the human ...

Juicy contest | PerthNow

<https://www.perthnow.com.au> › [news](#) › [nsw](#)
 Orange squash ... the battle, which every year turns the small town into a mass of fruit-tingling madness, commemorates a local revolt when a medieval count ...

YONEX BADMINTON SHOES -Power Cushion- SHB 03 Z Men - Flash Orange - Squash Shoes

<https://picclick.com.au> › Sporting Goods › Badminton ▼

\$179.95 - In stock

YONEX BADMINTON SHOES -Power Cushion- SHB 03 Z Men - Flash Orange - Squash Shoes
- \$179.95. Yonex Badminton Shoe SHB - 03 Z Men Newly ...

solid - GEO Flooring

<https://www.geoflooring.com.au> › products › solid ▼

Orange squash sop47002. orange squash. Add sample +. Remove. Orange squash sop47002. Add sample. sop47002. Successfully added! Remove. sop47002.

Mum slammed as 'lazy' for school holiday snack hack - 9Kitchen

<https://kitchen.nine.com.au> › 9Honey › Kitchen › Latest ▼

Jul 30, 2019 - Photos of the station show two white baskets filled with James' parent-approved holiday treats and a large tap dispenser of orange squash.

Orange Ice Buns Recipe - RecipeYum

recipeyum.com.au › orange-ice-buns ▼

Ingredients 500g white bread flour 100g margarine 1 tsp cinnamon 25g sugar 7g fast action yeast 1/2 tsp salt 200g icing sugar 60ml orange squash 40ml water

Parkers - Coff's Cordials & Confectionery

www.coffscordials.com.au › cold-beverages › organics › parkers

Parkers Organic Orange Squash | 330ml x 12 Cold Beverages • Parkers Organic Orange Squash 330ml x 12. \$37.38. Parkers Organic Apple Fruit Juice | 275ml ...

Shop Squash T-Shirts online | Spreadshirt

<https://www.spreadshirt.com.au> › Shop › T-Shirts ▼

Who love orange squash., from A\$36.88 • Squash Racket Squashing Squash Squash Player Team - Unisex Vintage Sport T-Shirt, Unisex Vintage Sport T-Shirt.

Orange squash is a non-alcoholic beverage that consists of ...

<https://www.canstockphoto.com.au> › orange-squash-18981445 ▼

Jun 11, 2014 - Orange squash - download this royalty free Stock Photo in seconds. No membership needed.

RBC drink menu july 2016

redbeancoffee.com.au › wp-content › uploads › RBC-drink-menu-july-2016

Organic Orange Squash, 4. Organic Lemonade, 4. Organic Lemon Lime & Bitters, 4. Organic Cola, 4. KOMBUCHAID (by Geneva), Lemon and Ginger, (330 ml).

Your Local EYE Stockist – Eye Rackets Australia & New Zealand

<https://eyerackets.com.au> › pages › your-local-eye-stockist ▼

Email: admin@elanorasquash.com.au. Wyong Squash Club. 2 Rose St, Wyong NSW 2259. Ph 02 43531515. www.wyongsquash.com.au, Orange Squash Club.

Orange Squash Courts - Hire Squash Courts in Orange, NSW

<https://www.sportscourts.com.au> › orange › orange-squash-courts

Play Squash at Orange Squash Courts in Orange, Search for Squash Courts to hire in Orange with Sports Courts - go on, get out and play!

^[PDF] Bexleyheath Marriott Hotel, 1 Broadway, Bexleyheath, Kent ...

<https://www.marriott.com.au> › hotelwebsites › lonbh › lonbh_pdf › Bexley... ▼

A glass of orange squash with the wedding breakfast. A glass of lemonade to toast the Wedding Couple. * If you are concerned about food allergies, e.g. nuts, ...

Kitchen Garden: Judy Parker finds the artistic beauty in ...

<https://www.canberratimes.com.au> › What's On › Food and Drink

Aug 27, 2019 - Judy Parker has a fine design eye and a sense of humour. We met in July at her first solo photography exhibition Home and Grown: Connecting ...

Sri Lankan Food Talks - My Flight Zone

www.myflightzone.com.au › sri-lankan-food-talks ▼

Sep 14, 2017 - typical orange squash or watermelon juice. It is the beloved Wood apple that captures our taste buds, Just to clarify, this is not an apple.

19/09/2019

"orange squash" site:.au - Google Search

Annexure B (p. 8 of 8)
*In order to show you the most relevant results, we have omitted some entries very similar to the 95 already displayed.
If you like, you can [repeat the search with the omitted results included](#).*

Searches related to "orange squash" site:.au

[orange squash courts](#)

[orange squash vegetable](#)

Australia

South Melbourne, Victoria - From your places (Home) - Use precise location - Learn more

[Help](#)

[Send feedback](#)

[Privacy](#)

[Terms](#)

LIFE IS SHORT DRINK FRESH **Annexure C** LIFE IS SHORT DRINK FRESH

FIXATION
SQUISH

CITRUS IPA

330mL

Dripping with luscious amounts of blood oranges, grapefruit and the freshest Mosaic, Citra & Amarillo hops.

ESTABLISHED 1995
INDEPENDENT

Standard Drinks **15**
5.9% ALC/VOL
Recycle
No Glass Return

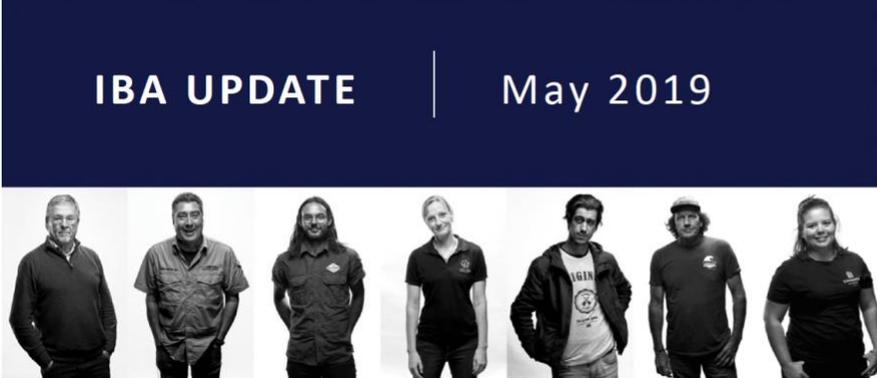
Our beer may pour best from the happy, fruity goodness.
BREWED BY FIXATION BREWING COMPANY PTY LTD
4/4 SMITH ST. COLLINGSWOOD 3966 VIC. AUSTRALIA.
10 PACKS AVAILABLE AT COLLECTION DEPOTS/POINTS IN
PARTICIPATING STATES/TERRITORY OF PURCHASE.

9 000000 000000
10 MAGNETICATION
POSITIONAL BARCODE ONLY

Annexure C (p. 1 of 2)




IBA UPDATE | May 2019






INDEPENDENT BEER – THE SHINING LIGHT

10%

Share of Value

"Australians spend one in every ten of their beer dollars on Indie Beer".

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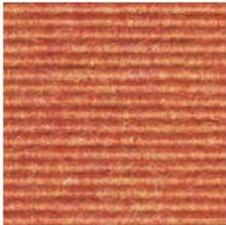
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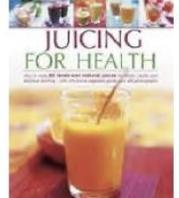
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