

Australia's Responsible Alcohol Marketing Scheme

14 October 2019

Packaging practises need more care

Alcohol packaging complaints received by the Alcohol Beverages Advertising Code (ABAC) noticeably increased over the last quarter. Packaging that has strong or evident appeal to minors is prohibited under the Code.

“Packaging complaints have been trending upward,” ABAC Chair Harry Jenkins AO explained.

“The desire of some manufacturers to be creative is understandable, but they must have regard to wrongfully appealing to minors. Yet again, this underscores the necessity for producers, especially the small players, to pre-vet their marketing with ABAC before going to market.

“Two of the seven breaches this quarter related to alcohol packaging, another packaging complaint was dismissed and a further seven packaging complaints are awaiting decision.

“This quarter the ABAC Adjudication Panel found that the packaging of Jedi Juice by Hop Nation and Skinny Freezers strongly appeals to minors. Hop Nation agreed to immediately discontinue orders for its Jedi Juice packaging, however, the Australian distributors of Skinny Freezers have so far failed to respond to the Panel's decision. ABAC has, therefore, referred the concerns about Skinny Freezers to the Victorian Commission for Gambling and Liquor Regulation.”

Other breaches this quarter included a Cellarbrations television advertisement which the ABAC Adjudication Panel deemed could lead a reasonable person to take the ad as encouraging excessive consumption.

Meanwhile, a Facebook post promoting a product at ‘8% which is double the standard drink of cruisers’ breaches the Code by using alcohol content as a selling point.

In each of these cases the marketing materials were removed in accordance with ABAC's rulings.

ABAC is strongly committed to educating the alcohol industry about responsible marketing practices and recently offered its free annual compliance training webinar, which had a record number of over 300 participants joining from throughout Australia.

ABAC's Third Quarterly Report for 2019 detailing these and other decisions is available [online](#). More information about the Code is also available at: www.abac.org.au

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