

Australia's Responsible Alcohol Marketing Scheme

24 July 2020

Amazon Australia becomes a signatory to Alcohol Marketing Regulator

The Management Committee of the Responsible Alcohol Marketing Code (ABAC) today announced that Amazon Australia has become a signatory to the Code.

Independent Chair of ABAC, Harry Jenkins AO, says the involvement of Amazon Australia as they launch their online alcohol store in Australia, is very much welcomed by the ABAC Management Committee.

“Taking this step as they launch Amazon Wine, Beer and Spirits shows a strong commitment to responsible alcohol marketing practices.

In becoming a signatory, Amazon 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.”

Amazon joins a large number of alcohol marketers (representing 93% of alcohol producer and 66% 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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