

## Expedited Determination No. 189/20

**Product:** Mountain Culture Beer

**Companies:** Mountain Culture Beer Co and Union Hotel Newtown

**Date of Complaint:** 8 December 2020

**Complaint:** Window display of a life size cut-out shown drinking two cans at once with beer flowing down their front. Shows the irresponsible drinking culture of beer. Especially for the higher than normal alcoholic content of their beers.

**Code Standard:** Part 3(a)(i) of the ABAC Code provides that a Marketing Communication must not show or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines.

**Marketing:** The complaint concerns the advertising of the Product by the Companies on Facebook and in a window display.

### Companies' Actions:

Mountain Culture Beer Co confirmed on 10 December 2020 that they accepted the breach of Part 3(a)(i) of the Code, that they had removed the Facebook post and that the cut-out had been recalled from Union Hotel Newtown. The cut-out was not sent to any other retailers.

Union Hotel Newtown confirmed that they accepted the breach of Part 3(a)(i) of the Code and that on 8 December 2020 they removed the post showing the cut-out from their Facebook page, and also removed the cut-out from their window display and returned it to Mountain Culture Beer Co.

**Nature of Breach:** A window display and Facebook post showing a cut-out of a person drinking from two cans of beer at once is an alcohol marketing communication showing rapid consumption of an Alcohol Beverage.

Chief Adjudicator  
11 December 2020



Those of you who follow along in our Stories know we were casually asked if we wanted to add anything to the window display at the @unionhotelnewtown? Of course, we said yes, yes we would... and promptly ordered a life-size cut out of DJ. When we told Luke that's what we were sending he thought we were joking...no, good sir, we were not. We are thrilled to say DJ has now been propped up and will hang out for a while, so please pop in, say hi, take a selfie, tag us and buy some beer!

