

Expedited Determination No. 205/20

Product: Wine

Company: Two Pairs Wines

Date of Complaint: 22 December 2020

Complaint: Using a child to promote alcohol and encouraging people to drink wine to help them get through 2020.

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

- (b)(ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol.
- (c)(i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment.
- (c)(iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

Marketing: The complaint concerns advertising on the Two Pairs Wines Instagram page.

Company's Action: The Company accepted that it had breached the Code and removed the Instagram post as soon as they were advised of the complaint on 22 December 2020.

Nature of Breach: An Instagram post showing a child as the main subject, with the caption "Keep calm, drink wine. 2020 is nearly over. It's going to be 🍷" is an alcohol marketing communication depicting a person who is a minor in more than an incidental role and also suggests that the consumption of alcohol may create or contribute to a significant change in mood, offers a therapeutic benefit or is a necessary aid to relaxation.

Chief Adjudicator
07 January 2021

