

Expedited Determination No. 50/21

Product: Crisp Ale

Company: Brewboys Brewery & Tap Room

Date of Complaint: 31 March 2021

Complaint: Straight-arms are a form of sculling a beer where the participant is challenged to drink an entire beer with a straight arm. This is promoting excessive/rapid consumption of beer.

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 Company on Instagram.

Company Action: The Company confirmed on 2 April 2021 that they accepted the breach of Part 3(a)(i) of the Code and that they had removed the photo from all of their platforms.



Nature of Breach: An Instagram post showing a person “straight arming”, (that is holding their arm above their head and pouring the entire contents of the can onto their face), is an alcohol marketing communication showing rapid consumption of an Alcohol Beverage.

Chief Adjudicator
2 April 2021