

Expedited Determination No. 123/21

Product: Cattleyard Pale Ale

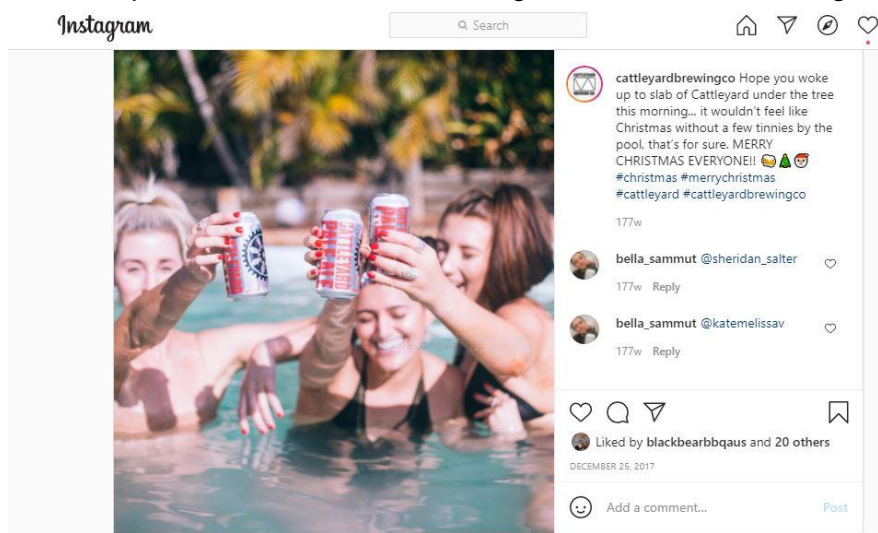
Company: Cattleyard Brewing Co

Date of Complaint: 17 May 2021

Complaint: This post demonstrates drinking alcohol during the high-risk behaviour of swimming.

Code Standard: Part 3(d) of the ABAC Code provides that a Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

Marketing: The complaint concerns the advertising of the Product on Instagram.



Company Action: The Company confirmed on 20 May 2021 that they accepted the breach of Part 3(d) of the Code and had removed the Instagram post.

Nature of Breach: An Instagram post showing three people standing in a swimming pool holding cans of beer is an alcohol marketing communication directly implying the consumption of an Alcohol Beverage before, or during an activity that, for safety reasons, requires a high degree of alertness or physical co-ordination.

Chief Adjudicator

24 May 2021

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