

Expedited Determination No. 136/21

Product: Beer

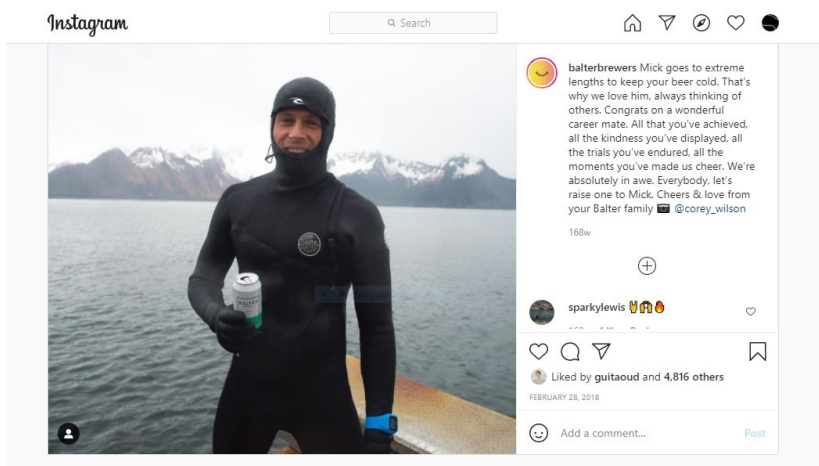
Company: Balter Brewing Company

Date of Complaint: 21 May 2021

Complaint: This shows someone drinking while participating in the high-risk activity 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 27 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 a person wearing a wetsuit and standing in front of the water holding an open can 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
27 May 2021