

Expedited Determination No. 143/21

Product: Hemp Gin

Company: The Cannabis Company

Date of Complaint: 24 May 2021

Complaint: This website suggests that the terpenes could have a therapeutic effect. Making health claims is inappropriate for alcohol advertising.

Code Standard: Part 3(c)(iv) of the ABAC Code provides that a Marketing Communication must NOT suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

Marketing: The complaint concerns the advertising of the Product on the Company's website (at <https://cannabiscompany.com.au/collections/beverages>).

Australia's first terpene-infused Hemp Gin is like nothing you've ever tasted before. A delight to the palate, the perfect gift, a sip to savour. Using Myrcene & Limonene Terpenes at their very best for a unique aroma and taste, these craft gins are a different kind of therapeutic. With all that said, let's have a drink!



Company Action: The Company confirmed on 3 June that the breach of Part 3 (c)(iv) was accepted, and that the website was amended to remove references to the product offering a therapeutic benefit.

Nature of Breach: A Company website marketing the Product as "...a different kind of therapeutic" is an alcohol marketing communication suggesting that the consumption of an Alcohol Beverage offers a therapeutic benefit.

Chief Adjudicator
7 June 2021