

Expedited Determination No. 287/21

Product: Beer

Company: The Young Street Hotel

Date of Complaint: 21 December 2021

Complaint: The wording of the Instagram post suggests that drinking 7 beers will cure the feeling of sadness associated with Covid-19. It is encouraging excessive alcohol consumption and is directed towards those in a vulnerable state of mind due to the current state of the world.

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

- (a)(i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines.
- (c)(i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment.

Marketing: The complaint concerns advertising on the Company's Instagram page.

Company Action: The Company confirmed on 14 January 2022 that the breach of Part 3 (a)(i) and Part 3 (c)(i) was accepted, and that the post had been removed from the Instagram page.

Nature of Breach: An Instagram post promoting the consumption of 7 schooners of beer to cure feelings of sadness is an alcohol marketing communication that encourages the excessive or rapid consumption of an Alcohol Beverage and suggests that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment.

Chief Adjudicator
14 January 2022

