

Expedited Determination No. 46/22

Product: South St Seltzer

Company: South St Seltzer

Date of Complaint: 21 June 2022

Complaint: The marketing depicts people “shot gunning” which is an inappropriate, irresponsible and harmful way to consume alcohol.

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.

Marketing: The complaint concerns a reel advertising the Product on the Company’s Instagram page.

Company Action: The Company confirmed on 22 June 2022 that the breach of Part 3 (a)(i) was accepted, and that the post had been removed from the Instagram page.

Nature of Breach: An Instagram video post showing two people “shot gunning” with the accompanying text asking, “*What’s your shotgun game like?*”, is an alcohol marketing communication that shows or encourages the excessive or rapid consumption of an Alcohol Beverage.



Chief Adjudicator
22 June 2022