

Expedited Determination No. 108/22

Product: Fireball Whisky

Company: Southtrade International

Date of Complaint: 23 November 2022

Complaint: The marketing depicts alcohol consumption that is excessive and irresponsible.

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 post made to the Fireball Whisky Australia Facebook page.

Company Action: The Company confirmed on 25 November 2022 that the breach of Part 3 (a)(i) was accepted, and that the post had been removed from the Facebook page.

Nature of Breach: A Facebook post showing a person pouring alcohol into another person's mouth is an alcohol marketing communication that shows or encourages the excessive or rapid consumption of an Alcohol Beverage.



Chief Adjudicator
12 December 2022