

Expedited Determination No. 17/23

Product: BWS
Company: Endeavour Group Limited
Date of Complaint: 23 January 2023

Complaint: The marketing promotes excessive consumption, misuse and abuse of 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 blackboard advertising in the window of a BWS store.

Company Action: The Company confirmed on 30 January 2023 that the breach of Part 3 (a)(i) was accepted, and that the advertisement has been removed.

Nature of Breach: A blackboard reading “24 beers in a day. 24 beers in a case. Coincidence?” breaches the Part 3 (a)(i) standard by implying the consumption of 24 beers in a day, which is inconsistent with the Australian Alcohol Guidelines.



Chief Adjudicator
1 February 2023