

Expedited Determination No. 92/23

Product: Alcohol

Company: Liquor Clearance Centre (Booze Mate) - Mentone

Date of Complaint: 1 June 2023

Complaint: The marketing promotes excessive consumption, misuse and abuse of alcohol.

Code Standards: 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;
- (c)(ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success.



Marketing: The complaint concerns signage in the window of a bottle shop.

Company Action: The Company confirmed on 6 June that the breach of Parts 3 (a)(i), (c)(i) and (c)(ii) was accepted, and that the signs had been covered over or removed.

Nature of Breach: Window signs reading “*Sober is boring!!*” and “*Sorry!! We are too drunk to open...*” breach the Part 3 (a)(i), (c)(i) and (c)(ii) standards by encouraging drinking until intoxicated and suggesting that alcohol consumption may cause a change in mood and lead to social success.

Chief Adjudicator
8 June 2023