

## Expedited Determination No. 114/23

**Product:** Easy Seltzer

**Company:** Easy Seltzer

**Date of Complaint:** 17 July 2023

**Complaint:** The marketing promotes that an alcoholic beverage has health benefits.

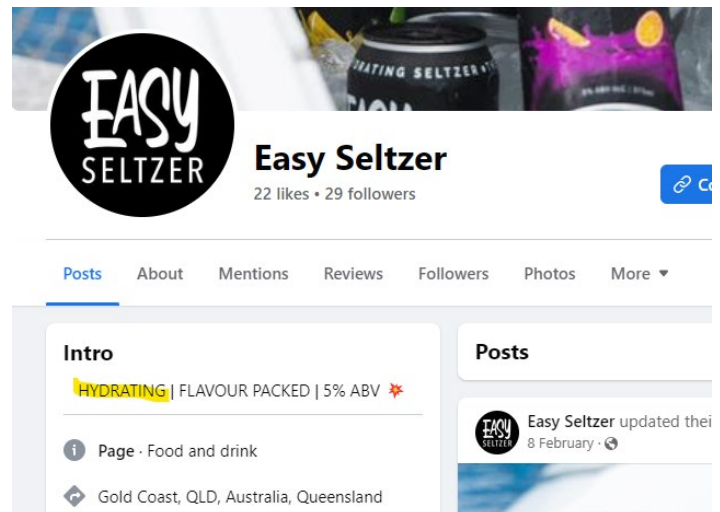
**Code Standards:** Part 3 of the ABAC Code provides that a Marketing Communication must NOT:

(c)(iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

**Marketing:** The complaint concerns the use of the word “Hydrating” in the Company’s Facebook Intro.

**Company Action:** The Company confirmed on 17 July 2023 that the breach of Part 3 (c)(iv) was accepted, and that the word “Hydrating” had been removed.

**Nature of Breach:** The use of the word “Hydrating” in the Company’s Facebook page Intro breaches Part 3 (c)(iv) of the Code by suggesting that the consumption of an alcohol beverage offers a therapeutic benefit.



Chief Adjudicator  
17 July 2023