

## Expedited Determination No. 163/23

**Product:** Tradie Beer

**Company:** Tradie Brands

**Date of complaint:** 6 October 2023

**Complaint:** That Tradie Beer is being promoted to the same audience as for the Tradie lingerie brand without an age gate.

**Code Standard:** Part 4 (b) provides that Available Age Restriction Controls must be applied to exclude Minors from viewing an Alcohol Marketing Communication.

**Marketing:** Instagram posts about Tradie Beer on the Tradie Beer and Tradie Brands Instagram accounts.

**Company action:** The Company accepted the breach of Part 4(b) of the Code and has age restricted Instagram posts promoting Tradie Beer.

**Nature of breach:** Failure to age restrict Instagram posts promoting Tradie Beer is a breach of Part 4(b) of the ABAC Code.

Chief Adjudicator  
16 October 2023

