

## Expedited Determination No. 117/24

**Products:** Beer

**Company:** River Road Liquor

**Date of Complaint:** 14 August 2024

**Complaint:** A social media post by the Company promotes zero carbohydrate beers as being healthy.

**Code Standard:** Part 3 (c)(iv) of the ABAC Code provides that a Marketing Communication must NOT suggest that the consumption of Alcohol offers any therapeutic or health (including mental health) benefit, is needed to relax, or helps overcome problems or adversity.

**Marketing:** The complaint concerns a social media post promoting zero carbohydrate beers with the words *“Feeling like a healthy sip this long weekend?”*, as shown in the image below:



**Company Action:** The Company accepted the breach and advised that the social media post had been removed.

**Nature of Breach:** By reading *“Feeling like a healthy sip this long weekend?”* the social media post breaches Part 3 (c)(iv) of the Code by suggesting that the consumption of alcohol offers a health benefit.

Chief Adjudicator  
20 August 2024