

## Expedited Determination No. 178/24

**Product:** What If? Hard Seltzer Vodka Lime Soda

**Company:** What If? Hard Seltzer

**Date of complaint:** 31 October 2024

**Complaint:** Consuming alcohol while swimming

**Code Standard:** Part 3(d) provides an Alcohol Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

**Marketing:** Facebook / Instagram posts and photographs and Website images.



**Company action:** The Company accepted the breach and immediately removed the images referenced in the complaint.

**Nature of breach:** The images showed or directly implied consumption of alcohol while using a swimming pool or in the sea.

Chief Adjudicator  
5 November 2024