

Expedited Determination No. 121/25

Product: Little Ripples Wine

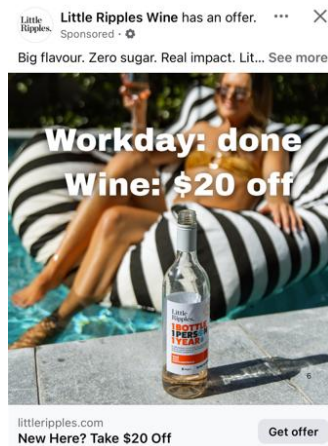
Company: Little Ripples Wine

Date of complaint: 12 August 2025

Complaint: Consuming alcohol while in a swimming pool.

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 and Instagram post:



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

Nature of breach: The image showed or directly implied consumption of alcohol while using a swimming pool.

Chief Adjudicator
14 August 2025