



ABAC Adjudication Panel Determination 177/25

Determination Date	6 January 2026
Brands/Company	Tradie Beer/Tradie Brands
Media	Digital – Social Media
ABAC Code provisions	Part 3 (c)(iv)
Outcome	Dismissed

Part 1 - Determination Overview

Complaint:

A social media post by Tradie Beer states “Tradie Beer ZERO CARB! Zero Worries”, suggesting that alcohol consumption has “zero worries” and overcomes problems.

Key findings:

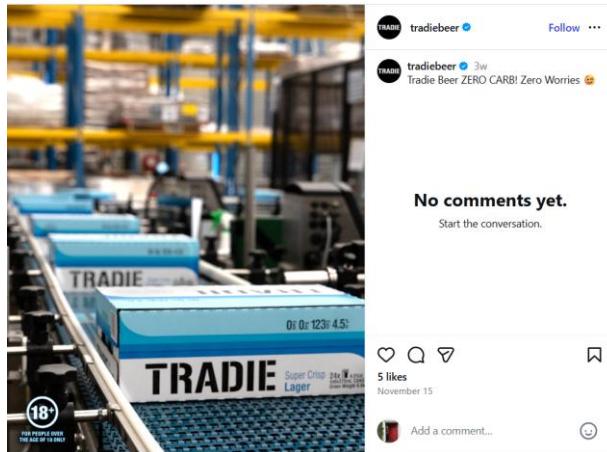
The Panel dismissed the complaint, finding that:

- The key concept in the Part 3 (c) standard is causation. It is not permitted to suggest that alcohol offers any therapeutic or health benefit, is needed to relax, or helps overcome problems or adversity.
- The dominant element of the post is the photograph, and the text will not be overly influential. The picture depicts cartons of the product and does not suggest any effect of its use.
- The text highlights the product attribute of ZERO CARB! with the ‘zero worries’ phrase likely to be understood as referencing this attribute as opposed to making a general claim that the product provides a health benefit or helps overcome problems.

Marketing Communication:

The marketing communication can be viewed at the following link:

[Instagram](#)



Part 2 - The Panel's View

1. This determination concerns a complaint about a social media post promoting Tradie Beer's Super Crisp Lager ('the product'). The post shows a photograph of cartons of the product on a conveyor belt in a brewery. The accompanying text reads 'Tradie Beer ZERO CARB! Zero Worries 😊'.
2. The complainant argues the post is irresponsible, believing the text encourages alcohol consumption as having zero worries. While the complaint doesn't elaborate on why this statement is problematic, the Panel takes the point to be that the post suggests that consuming the product overcomes problems or adversity.
3. Alcohol is a lawful product for adult use. Public policy on alcohol use recognises that while alcohol is lawful, its misuse does carry the risk of individual and community harm and policies are directed at harm minimisation. Stipulations on the form and content of alcohol marketing are one element of a suite of policy measures employed by government under the National Alcohol Strategy, directed towards harm minimisation.
4. The regulation of alcohol marketing is grounded in a combination of direct government requirements and industry codes of practice, such as the ABAC Code. While, in some respects, the regulatory regime imposes positive obligations on alcohol marketers, such as stipulations regarding the information on alcohol product labels (e.g., pregnancy warnings), most regulatory requirements are framed negatively. In other words, alcohol marketing is not to do things, such as:
 - strongly appeal to minors,
 - encourage excessive or rapid consumption,
 - suggest alcohol consumption offers a health benefit, and/or indicate that it solves life's problems.
5. The ABAC standard most closely aligned with the complaint's concerns is Part 3 (c)(iv). This provision provides that an alcohol 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.

6. The standard is framed negatively: an advertisement cannot claim that alcohol consumption offers a positive health benefit. In contrast, the standard does not create a positive obligation for marketing to state the health risks of alcohol use. Issues around the interpretation of Part 3 (c)(iv) standard mainly arise when marketing contains statements about the attributes of a product, e.g. the product contains no carbs or no sugar and then goes on to assert or imply a positive health benefit from the product attribute.
7. The consistency of a marketing communication with an ABAC standard is assessed from a reasonable person's probable understanding of the marketing. A 'reasonable person' refers to the life experiences, values, and opinions held by most members of the community, serving as the benchmark for what is reasonable.
8. In response to the complaint, the Company did not express a view on the consistency of the post with the Part 3 (c)(iv) standard, merely stating that it would be willing to update the wording accompanying the post if the Panel deems it necessary.
9. With a social media post, a reasonable person will usually view the post once before scrolling on to the next post. Accordingly, a post won't typically be studied in fine detail; the most prominent visual aspects will be the most influential in shaping how the post's messaging is understood, rather than subtle details and accompanying text. In this case, the most influential element is the photograph of the cartons on the conveyor belt, which, by itself, does not convey a message about the product's effect.
10. The text to the post reads 'Tradie Beer ZERO CARB! Zero Worries 😊' with the complainant taking the 'no worries' phrase as offending the ABAC standard. As always, it is the context of the use of a phrase that is critical in how it would most likely be understood. In essence, if the text were understood to claim that consuming the product alleviates cares and worries, then that would be inconsistent with the ABAC standard. If the message is understood to highlight the product attribute of 'Zero Carbs' without claiming that the product overcomes problems, then the messaging is consistent with the standard.
11. On balance, the Panel believes the post does not breach the standard. In reaching this conclusion, the Panel noted:
 - The key concept in the Part 3(c) standard is causation. It is not permitted to suggest that alcohol offers any therapeutic or health benefit, is needed to relax, or helps overcome problems or adversity.
 - The dominant element of the post is the photograph, and the text will not be overly influential. The picture depicts cartons of the product and does not suggest any effect of its use.

- The text highlights the product attribute of ZERO CARB! with the 'zero worries' phrase likely to be understood as referencing this attribute as opposed to making a general claim that the product provides a health benefit or helps overcome problems.

12. The complaint is dismissed.

Part 3 - Supporting Information

Panel Process

This complaint was received from Ad Standards (the common entry point for all marketing complaints by members of the Australian community). The Chief Adjudicator referred it to the ABAC Adjudication Panel for consideration against the ABAC Responsible Alcohol Marketing Code. The complaint process is explained [here](#).

The Panel operates in accordance with the [ABAC Rules & Procedures](#) and has regard to the principles of procedural fairness.

The Panel comprised Chief Adjudicator Professor the Hon Michael Lavarch AO, Health Sector Panellist Professor Louisa Jorm and Panellist Debra Richards.

Applicable ABAC Responsible Marketing Code Standard

Part 3 of the Code requires that an Alcohol Marketing Communication must NOT:

(c)(iv)	<i>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.</i>
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Company Response:

The Company was allowed to respond to the complaint and stated that it would be willing to revise the wording of the post if the Panel deems it necessary.

Marketing Best Practice:

The Company was asked how it demonstrates a commitment to alcohol marketing best practices. It did not respond to this question. The Panel notes that the Company:

- Is not a signatory to the ABAC Scheme.
- Did not utilise the ABAC pre-vetting service to develop the social media post.