



## Expedited Determination No. 192/25

**Product:** Beer

**Company:** Your Mates Brewing

**Date of complaint:** 15 December 2025

**Complaint:** The advertisement shows the consumption of alcohol in and around water.

**Code Standard:** Part 3 (d) of the Code provides that an Alcohol Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of Alcohol 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:** A social media post shows two men wearing swimming shorts as they 'cheers' cans of alcohol while standing either in or very close to a body of water.

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

**Nature of breach:** The image showed or directly implied consumption of alcohol before or during swimming.



Chief Adjudicator  
16 January 2026