

Expedited Determination No. 23/26

Product: Vodka Soda &

Company: Casella Family Brands

Date of complaint: 9 February 2026

Complaint: The advertisements show individuals consuming alcohol before swimming.

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: Two video social media posts show individuals consuming alcohol before swimming in a river or swimming pool.



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

Nature of breach: The social media videos showed the consumption of alcohol before swimming.

Chief Adjudicator
19 February 2026