



## ABAC Adjudication Panel Determination 111/25

<b>Determination Date</b>	27 August 2025
<b>Brand/Company</b>	Kippis/Kippis Drinks Pty Ltd
<b>Media</b>	Facebook and Instagram
<b>ABAC Code provision</b>	Part 3 (c)(i)
<b>Outcome</b>	Upheld

### Part 1 - Determination Overview

#### **Complaint:**

The complainant is concerned that a social media post suggests that the use of alcohol causes an improvement in mood. This arises due to the wording used in the post of *'Whether you're fresh out of the steam or just dreaming of it, crack open a cold Kippis and take a moment. Because this... is how you reset.'*

#### **Key findings:**

The Panel upheld the complaint, finding

- The key concept in Part 3 (c) is causation, and under Part 3 (c)(i), it is not permitted to suggest that alcohol may cause or contribute to an improvement in mood.
- Reset means to set again or anew. According to the online Cambridge Dictionary, in relation to a person, to 'reset' means to start again after a period of rest or change, so that you feel better able to deal with your life or with a situation. A reasonable person would likely believe that to 'reset' results in an improvement in mood.
- The text suggests the reset flows from cracking open (consumption) of the product, independently of having a sauna or just dreaming of a sauna.

#### **Marketing Communications:**

The complainant is concerned about a social media post made to both Instagram and Facebook. The text accompanying the post reads "Whether you're fresh out of the steam or just dreaming of it, crack open a cold Kippis and take a moment. Because this... is how you reset."



## Part 2 - The Panel's View

2. This determination considers a social media post for Kippis Drinks Pty Ltd (the Company). The post depicts seven cans of Kippis (the product) scattered on a wooden bench, alongside a candle, whole and sliced citrus fruits and a book entitled 'Sauna'. The accompanying text reads 'In Finland, sauna is sacred — and so is that first sip afterwards 🍷 Whether you're fresh out of the steam or just dreaming of it, crack open a cold Kippis and take a moment. Because this... is how you reset.' The hashtags #Saunavibes #KippisMoments #Finnishwayoflife #littlepause and #sauna are also included.
3. The complainant is concerned that the post, and specifically the accompanying text, suggests that alcohol contributes to a 'reset'. This concern raises ABAC standards in Part 3 (c) of the Code, namely that an alcohol marketing communication must not:
  - Suggest that the consumption or presence of alcohol may cause or contribute to an improvement in mood or environment - Part 3 (c)(i) and
  - Suggest that the consumption of alcohol offers any therapeutic or health benefit, is needed to relax, or helps overcome problems or adversity – Part 3 (c)(iv).
4. 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.
5. The Company provides the background to the post, explaining:

- It draws on Finnish traditions, where the sauna is a central cultural practice and the enjoyment of a long drink afterwards is a customary part of that experience.
  - The phrase 'this is how you reset' was intended to reflect this sequence of cultural steps - the long drink being a typical post-sauna beverage - rather than to imply any health, mental, or therapeutic benefits associated with the product.
  - At no point was the intention to suggest that the consumption of alcohol is needed to cope with adversity, achieve rest, or improve well-being. The language used was not meant to imply a benefit from alcohol itself, but to reference a recognised and deeply established cultural routine.
6. A reasonable viewer will typically quickly scroll through social media posts and not study them in fine detail. Hence, the most influential element will generally be the post's imagery and most prominent visual cues, with any accompanying text providing a context for the imagery.
7. In this case, the imagery contains the cans of the product, the book titled 'Sauna', the pieces of fruit and the wooden bench on which the items are placed. The imagery creates an association between the product and a sauna, which in itself is not problematic. The issue that arises is how the text would most probably be understood when taken with the association between the product and a sauna created by the photograph.
8. A brief internet search confirms that the enjoyment of a sauna is widely followed in Finland (the word sauna itself is Finnish), and it does often involve drinking and eating after the sauna. The drinks might be alcoholic or non-alcoholic. It is accepted that the Company intended to promote its product within the sequence of sauna, followed by refreshments, and the relaxation benefits arose from the overall sequence rather than solely being attributed to the consumption of its product.
9. That said, on balance, the Panel believes that the post breaches the Part 3 (c)(i) standard. In reaching this conclusion, the Panel noted:
- The key concept in Part 3 (c) is causation, and under Part 3 (c)(i), it is not permitted to suggest that alcohol may cause or contribute to an improvement in mood.
  - Reset means to set again or anew. According to the online Cambridge Dictionary, in relation to a person, to 'reset' means to start again after a period of rest or change, so that you feel better able to deal with your life or with a situation. A reasonable person would likely believe that to 'reset' results in an improvement in mood.
  - The text suggests the reset flows from cracking open (consumption) of the product, independently of having a sauna or just dreaming of a sauna.

12. The complaint is upheld.

## 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 Panelist Professor Louisa Jorm and Panelist Cristiano Lima.

### **Applicable ABAC Responsible Marketing Code Standard**

*Code Part 3 (c) of the Code requires that an Alcohol Marketing Communication must NOT:*

- (i) suggest that the consumption or presence of Alcohol may cause or contribute to an improvement in mood or environment.*
- (iv) 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.*

### **Company Response**

The Company was provided with an opportunity to respond to the complaint, and its principal comments were:

- At Kippis Drinks, we are fully committed to ensuring that our advertising and promotional materials are professional, respectful of community standards, and aligned with legal and responsible marketing practices. We acknowledge the importance of complying with the ABAC Responsible Alcohol Marketing Code, including, without limitation, the specific requirements of Part 3 (c)(i) of the Code.
- Kippis Drinks promotes a balanced and social lifestyle, inspired by cultural rituals of Finnish people, which, like in many other cultures, may traditionally include the consumption of alcohol in specific moments. We emphasise responsible and moderate consumption of alcohol - especially as part of post-activity and post-sauna enjoyment. On our social media homepage, we explicitly state: "Drink responsibly." We carefully plan the content and delivery of our social media posts to reflect this commitment.
- The post draws on established Finnish traditions, where the sauna is a central cultural practice and the enjoyment of a long drink afterwards is a customary part

of that experience. The phrase “this is how you reset” was intended to reflect this sequence of cultural steps - the long drink being a typical post-sauna beverage - rather than to imply any health, mental, or therapeutic benefits associated with the product.

- At no point was the intention to suggest that the consumption of alcohol is needed to cope with adversity, achieve rest, or improve well-being. The language used was not meant to imply a benefit from alcohol itself, but to reference a recognised and deeply established cultural routine.

### ***Marketing Best Practice***

The Company was asked how it demonstrates a commitment to alcohol marketing best practices. It advised:

At Kippis Drinks, we are fully committed to complying with all advertising and promotion regulations and to taking appropriate action should any concerns arise. We wish to advise the Panel of the following:

- We are not an ABAC signatory, but we will commit to meeting the ABAC Code Standards and complying with the Panel's determinations.
- We will accept the Panel's decision about this complaint.
- We have not sought advice from the ABAC Pre-vetting Service about this marketing under the complaint.
- We have completed the current ABAC online training course and advised our marketing agency to complete the same to continue working with us.
- We have taken steps to ensure marketing practices and materials meet community expectations for responsible alcohol marketing. These include, without limitation, reviewing and editing our advertisements to provide the above.