

## Expedited Determination No. 137/25

**Product:** Travla Beer

**Company:** Travla Pty Limited

**Date of complaint:** 23 September 2025

**Complaint:** This advertisement suggests that declining an alcoholic drink is shameful by stating, “Bloke I know once declined a beer. Couldn’t look him in the eyes again ever.” This portrayal casts abstaining from alcohol in a negative light.

**Code Standard:** Part 3 (a)(iii) if the Code provides an Alcohol Marketing Communication must NOT challenge or dare people to consume Alcohol or portray the refusal of Alcohol or choice of abstinence in a negative light.

**Marketing:** Instagram post:



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

**Nature of breach:** The social media post portrays the refusal of alcohol in a negative light by indicating that someone who does not drink alcohol is not worthy of respect.

Chief Adjudicator  
2 October 2025