

## Expedited Determination No. 149/25

**Product:** Beer

**Company:** Young Henrys

**Date of complaint:** 17 October 2025

**Complaint:** The words superimposed on an Instagram post being “you look happier” followed by “thanks, I cracked my first tinnie of the weekend” explicitly suggest that drinking alcohol is the reason someone feels happier.

**Code Standard:** Part 3 (c)(i) if the Code provides 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.



**Marketing:** An Instagram video post shows a person drinking from a can of beer. The words “you look happier” followed by “thanks, I cracked my first tinnie of the weekend” are superimposed on the video.

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

**Nature of breach:** The social media post portrays that a person has experienced an improvement in mood i.e. is looking happier, due to consuming alcohol.