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| COMPLAINT NUMBER | 17/383 |
| COMPLAINANT | J. Black |
| ADVERTISER | Riverhead Fine Wines |
| ADVERTISEMENT | Digital Marketing |
| DATE OF MEETING | 31 October 2017 |
| OUTCOME | No Grounds to Proceed |

Advertisement: The advertisement for Riverhead Fine Wines which was shared on the Riverhead Community Page promoted a Mills Reef wine tasting. The advertisement included an image of the Mills Reef wine range.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, J Black, said: “the above company are promoting on site drinking and displaying alcohol products on the advert. Questioned this with the site admin and they were ok with the company promoting alcohol....the are no rules or conditions just come and drink!”

The relevant provisions were Code for Advertising and Promotion of Alcohol - Principle 1, Principle 2;

The Chair noted the concerns of the Complainant it was irresponsible to promote drinking and display alcohol products without conditions about consumption.

The Chair noted the advertisement included the time and location of the wine tasting and included images of the range being tasted. The Chair noted there were no images of people consuming the products and was of the view most consumers would interpret wine tasting to mean a small amount of wine sampled with the intention of purchasing the product to take home.

The Chair said, looking at the advertisement before her, there was nothing which encouraged excessive consumption or promoted irresponsible drinking and ruled the advertisement was not in breach of Principle 2 of the Code for Advertising and Promotion of Alcohol. The Chair said the advertisement had been prepared with a high standard of social responsibility and was not in breach of Principle 1 of the Code for Advertising and Promotion of Alcohol.

Accordingly, the Chair ruled the complaint had no grounds to proceed.

Chair’s Ruling: Complaint **No Grounds to Proceed**