

<b>COMPLAINT NUMBER</b>	18/021
<b>COMPLAINANT</b>	B Beglin
<b>ADVERTISER</b>	Foodstuffs NZ
<b>ADVERTISEMENT</b>	Foodstuffs NZ, Television
<b>DATE OF MEETING</b>	18 January 2018
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The New World television advertisement states an offer for "succulent lamb barbeque shoulder chops at \$12.99 a kilo". The background image shows French-trimmed lamb chops. The advertisement finishes with a static image of a tray of shoulder chops and the wording "Fresh Quality Mark Lamb BBQ Shoulder Chops."

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

**Complainant, B Beglin, said:** In the picture on the trays are the shoulder chops but the back ground chops are french trimmed cuttlets and this is quite misleading as the bigger picture shows the better cut of chops and the actual chops are shown on the plastic tray.

**The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2.**

**The Chair** noted the Complainant's concern the advertisement for lamb chops was misleading because the biggest image shown was of French trimmed cuttlets, which differed from the chops being advertised for sale.

The Chair acknowledged the background image showed a French trimmed product. However, the advertisement had shown the correct shoulder chops in the tray of meat displayed, together with the verbal and written statements that shoulder chops were on special.

The Chair said that as the majority of the references to the cut on special referred to the correct product, the advertisement did not meet the threshold to mislead or deceive consumers.

The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of Basic Principle 4 or Rule 2 of the Code of Ethics.

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

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