

COMPLAINT NUMBER	18/382
COMPLAINANT	L Macpherson
ADVERTISER	Lamont Wines
ADVERTISEMENT	Lamont Wines, Packaging
DATE OF MEETING	4 December 2018
OUTCOME	Settled

Advertisement: The label for Lamont Wines “Therapy” range has an image of a group of chairs arranged in a circle above the product name “Therapy”.

The Chair ruled the complaint was Settled.

Complainant, L Macpherson, said: I saw 'Therapy' branded wine on display at Rotorua Pak N Save Friday 26 October. It's also available for purchase online including the company's own website: <http://www.lamontwines.co.nz/wines.html>

I am offended by the product name 'Therapy' and the label design depicting an Alcoholics Anonymous setting given the connection between binge drinking, addiction and mental distress. To me it suggests drinking this wine is alternative to seeking help from Alcoholics Anonymous.

In reviewing your standards I came across Guideline 1 (d) "Alcohol advertising and promotions shall not depict alcohol as a necessity, nor required for relaxation nor suggest it offers any therapeutic benefit." which this product name and labelling is surely in breach of. The positioning of it in Pak N Save Rotorua (large corner display 'wine deal of the week') potentially plays into the hands of a vulnerable audience.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 1 (d), Principle 1.

The Chair noted the Complainant's concerns the product name and label design depict an Alcoholics Anonymous setting and suggest drinking wine is an alternative to seeking help from Alcoholics Anonymous.

The Chair noted the Advertiser's response saying they hold no remaining stock of the Sauvignon Blanc range, they will not produce any further wines under the “Therapy” brand and they will not actively promote or advertise the Pinot Noir product, with the exception that the remaining stock currently held in their warehouse will be sold through their normal channels.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in discontinuing the Therapy labelling or actively promoting the remaining stock, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.