

<b>COMPLAINT NUMBER</b>	19/044
<b>COMPLAINANT</b>	D Tate
<b>ADVERTISER</b>	Lord of the Fries
<b>ADVERTISEMENT</b>	Digital Marketing
<b>DATE OF MEETING</b>	4 February 2019
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The website advertisement for the Lord of the Fries Chick'n burger showed a photo of the Chick'n burger. Below the photo was the text: "Our vegan Chick'n patty won't ruffle any feathers, topped with tasty cheese, freshened with crispy lettuce and finished with a smear of mayo and mustard. 100% Vegan."

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

**Complainant, D Tate, said:** Hi,

The fast food chain 'Lord of the Fries' is marketing a non-meat burger as a 'Chick'n Burger'. I believe that the marketing of this product aims to deceive as this product contains no chicken meat.

They should not be able to advertise a product for sale as Chick'n that contains no chicken derived products.

Chick'n is too close to chicken and they have intentionally used this term for the product to entice chicken loving consumers to try their non chicken based product.

Let's not forget that we can't call sparkling wine that is produced outside of a certain region of France 'Champagne' or even 'Method Champenois'.

This practice of labelling non-meat derived products by their meat alternative needs to stop. If Vegans wish to be righteous they should at least get their food advertising right. Chick'n is too close to Chicken.

Here's the link. Note the disclaimer at the bottom of the page.

There is no disclaimer about the product not containing meat.

<http://www.lordofthefries.co.nz/menu/veggie-burgers/chickn/>

If you google 'Lord of the Fries Chicken Burger' see what you get.

**The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b).**

**The Chair** noted the Complainant's concerns the advertisement is misleading as this product contains no chicken meat but the product is called a "Chick'n" burger.

The Chair noted that Lord of the Fries specialises in vegetarian food and there are a number of references to the vegetarian nature of their food on this website.

The Chair said while the name "Chick'n" appeared to be a reference to chicken (or chicken flavour), the text describing the burger lists all the ingredients and clearly states that the burger is "100% Vegan".

The Chair said that given the context of the advertisement and the information provided about the “Chick’n” burger ingredients, the overall effect of the advertisement was not misleading.

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

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

**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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 days of receipt of this decision.