

COMPLAINT NUMBER	19/426
COMPLAINANT	T Smith
ADVERTISER	Foodstuffs NZ
ADVERTISEMENT	New World Unaddressed Mail
DATE OF MEETING	18 November 2019
OUTCOME	No Grounds to Proceed

Advertisement: The unaddressed mail catalogue advertisement for New World Supermarket promoted a “Get Match Ready Beer and Wine Sale”. In the top right corner of the front page of the mailer was the statement: “All you need for hosting the big game”. The catalogue included a variety of wines and some craft beers on special.

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

Complainant, T Smith, said: The headline ‘All you need for hosting the big game’ on a brochure advertising alcohol undermines attempts to improve New Zealand’s culture around safe and sensible alcohol consumption and host responsibility - providing non-alcoholic options and food whenever supplying alcohol.

The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 2 (b), Principle 2:

Principle 2: Alcohol advertising and promotions shall be consistent with the need for responsibility and moderation in alcohol consumption.

Guideline 2(b): Alcohol advertising and promotions shall not feature, imply, condone or encourage irresponsible or immoderate drinking. That applies to both the amount of drink and the way drinking is portrayed.

The Chair noted the Complainant’s concern the statement “All you need for hosting the big game” undermined safe and sensible alcohol consumption and host responsibility.

The Chair referred to a precedent decision, 16/128 which was not upheld. The advertisement was for a retail alcohol outlet and used the tagline, “all the help you need”.

That Decision said in part:

“The Board noted that the tagline had been introduced as part of the Advertiser’s brand refresh in June 2014 and that the intention was to promote the concept that Liquorland’s staff would be able to help customers find a wine that matched a food type or other drinks to match a specific need. This emphasis on service was also reflected in additional training for staff dealing with online orders and in a magazine containing advice published twice a year.

The majority of the Board was of the view that the advertisement did not encourage the consumption of alcohol but rather it was a service positioning statement. As such

the advertisement did not breach the requirement that alcohol advertising and promotions should observe a high standard of social responsibility.”

The Chair said the precedent was relevant to the complaint before her. In her view, the New World catalogue advertisement clearly promoted a wine and beer sale and the content of the catalogue related to that.

The Chair said the statement in the advertisement regarding hosting referred to the purchase of wine and beer that hosts may choose to supply as part of watching upcoming games. She did not consider the takeout for most consumers would be to only serve alcohol and that no other choices, including non-alcoholic beverages or food should be available.

The Chair said the advertisement was not in breach of Principle 2 or Rule 2(b) of the Code for Advertising and Promotion of Alcohol and 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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.