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| COMPLAINT NUMBER | 20/323 |
| ADVERTISER | Supreme Coffee |
| ADVERTISEMENT | Supreme Coffee Digital Marketing |
| DATE OF MEETING | 6 August 2020 |
| OUTCOME | Settled |

Advertisement: The Supreme Coffee digital marketing advertisement promotes their coffee and brand now being available in New World stores. The advertisement shows three different bags of Supreme coffee with body text saying "We're glad to be bringing the freshest coffee to the supermarket aisles."

The Chair ruled the complaint was Settled.

Complaint: Hi,

Im writing to make a complaint about an ad I've seen on Instagram.

They claim their coffee is "the freshest in the supermarket" how do they prove this is true? I used to work as a barista and I'm pretty sure there are others that are, or could be, fresher. It's not fair to claim this as other local small roasters could be providing fresher coffee than Supreme. With the impact of COVID on these small businesses, larger companies like Supreme shouldn't be claiming they are better by being fresher when they are either not, or don't have any evidence to back the claim up. It's misleading and not great for consumers. I believe they are breaching Rule 2(b)(Truthful Presentation) and Rule 2(d)(Comparative Advertising) of the Code as they are not truthful, the ad isn't accurate and I question whether they have decent evidence.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b), Rule 2(d);

The Chair noted the Complainant's concerns the advertisement was misleading.

The Chair noted the Advertiser had removed the advertisement after receiving the complaint. Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled 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 calendar days of receipt of this decision.