

<b>COMPLAINT NUMBER</b>	20/400
<b>ADVERTISER</b>	Lion Dairy and Drinks
<b>ADVERTISEMENT</b>	Scrumpy Cider Facebook
<b>DATE OF MEETING</b>	14 September 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The Scrumpy NZ digital marketing advertisement promotes their different Scrumpy flavours in combination with other foods. The quick and easy combo consists of a Scrumpy and a packet of noodles, the snacc combo consists of a scrumpy and hot chips, the 2am combo consists of a kebab and scrumpy and the Netflix combo consists of scrumpy and popcorn.

**The Chair ruled the complaint was Settled.**

**Complaint:** This advertisement may be in breach of alcohol advertising guidelines as it promotes binge drinking of their product. They show meal pairings of small snacks combined with a full bottle of scrumpy, containing 16 standard drinks. User comments on this and other advertisements frequently discuss their experiences binge drinking and blacking out consuming Scrumpy - showing that others accept this advertisement as normalising behaviour. I don't know about whether their moderation of these comments would come under advertising guidelines, but the advertisement itself is still irresponsible to their mostly 'young' (over 18 but unaware of the harms of excessive consumption) buyers.

**The relevant provisions were Code for Advertising and Promotion of Alcohol - Guideline 2 (b), Principle 1, Principle 2;**

**The Chair** noted the Complainant's concerns that the advertisement promoted excessive consumption of the product.

The Chair said that upon receipt of the complaint, the Advertiser had removed the advertisement.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, 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](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.