

<b>COMPLAINT NUMBER</b>	20/547
<b>ADVERTISER</b>	DB Breweries Limited
<b>ADVERTISEMENT</b>	Monteith's Wayfarer, Television
<b>DATE OF MEETING</b>	2 November 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The Monteith's television advertisement promoting the new Monteith's Wayfarer Pilsner shows kegs of Wayfarer being transported on the back of several vehicles. The text in the advertisement says in part; "Brewed to get Kiwis travelling. Find at a local beyond yours. Brewed for going unlocal."

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

**Complaint:** The Monteiths Wayfarer Pilsner ad has undertones of drink driving. The keg on the back of a ute being driven on the open road, "brewed to get kiwis travelling", "brewed for going unlocal. All suggest you should get in your car, take some beer with you, do some drinking and drive long distance. Not ok.

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

**Principle 1:** Alcohol Advertising and Promotions shall observe a high standard of social responsibility.

**Guideline 1 (e):** Alcohol advertising and promotions shall not actively link alcohol with the use of potentially dangerous machinery or driving or any other hazardous or unsafe practices. Alcohol advertising and promotions may include sporting or other physical activities but shall not imply that those activities have been undertaken after the consumption of alcohol.

**The Chair** noted the Complainant's concern the advertisement was encouraging people to drink and drive.

The Chair carefully reviewed the advertisement and said the likely consumer takeout is the scenario is a play on the brand name 'Wayfarer', which means traveller. The Chair said the message in the advertisement is your favourite beer can be taken with you on a journey somewhere. The Chair noted there is no consumption of alcohol shown in the advertisement.

While the Chair acknowledged the genuine concern of the Complainant, she said the scenario transporting beer kegs did not meet the threshold to breach Principle 1 or Guideline 1(e) of the Code for Advertising and Promotion of Alcohol.

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 calendar days of receipt of this decision.