

COMPLAINT NUMBER	19/099
COMPLAINANT	J Chapman
ADVERTISER	DB Breweries Limited
ADVERTISEMENT	Tui, Digital Marketing
DATE OF MEETING	18 March 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Tui Facebook advertisement shows a Tui can with a wedge of lime with the wording “New Vodka, Lime and Soda. No Seriously.”

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

Complainant, J Chapman, said: Tui are advertising their new vodka lime and Soda as containing natural lime (see lime wedge) when in actual fact the product contains no natural lime, only lime flavour.

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

The Chair noted the Complainant’s concern the advertisement was misleading as it showed a lime wedge when the product contained no natural lime.

The Chair carefully reviewed the advertisement and said the wording did not state the ingredients included natural lime. The Chair noted the Complainant’s issue with the image of the lime wedge in the advertisement but considered this was illustrative of the lime flavor rather than confirmation that natural lime was an ingredient. The Chair said the image was unlikely to mislead, deceive or confuse consumers.

The Chair ruled the advertisement had been prepared with the required standard of social responsibility under the Code for Advertising and Promotion of Alcohol. The Chair said the advertisement had not reached the threshold to breach Principle 2 or Rule 2(b) of the Advertising Standards Code.

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. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.