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| <b>COMPLAINT NUMBER</b> | 19/066                     |
| <b>COMPLAINANT</b>      | D Levy                     |
| <b>ADVERTISER</b>       | Velvet Burger              |
| <b>ADVERTISEMENT</b>    | Velvet Burger printed menu |
| <b>DATE OF MEETING</b>  | 10 April 2019              |
| <b>OUTCOME</b>          | Settled                    |

**Advertisement:** The instore menu for Velvet Burger restaurant included the following two items: Velvet Lady “Everyone wants her but she keeps it classy just like your mum back in the day – grilled chicken breast, salad, bacon, avocado and cheese with relish and aioli” and Luxe Bird “She’s the type of bird you want to show off to your friends – classy and hot! Filled with all good things – Southern fried chicken, fire roasted red pepper, harissa, wild rocket, red onion, chili mayo and aioli”.

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

**Complainant, D Levy, said:** I feel parts of this menu is sexist. Under the Chicken category, burgers are likened to females in a derogatory manner.

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c)**

**The Chair** noted the Complainant’s concerns that parts of the menu were sexist.

Given the Advertiser’s co-operative engagement with the process and the self-regulatory action taken in amending the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair noted the ASA does not have jurisdiction to consider the names of products, in this case, the names of the burgers.

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 days of receipt of this decision.