

COMPLAINT NUMBER	21/164
ADVERTISER	The Coffee Club
ADVERTISEMENT	The Coffee Club Out of Home
DATE OF MEETING	20 April 2021
OUTCOME	Settled

Advertisement: The Coffee Club out of home advertisement said "\$10 Breakfast". Next to this text was a photo of a plate of food and a cup of coffee.

The Chair ruled the complaint was Settled.

Complaint:

Wednesday 24th March around 9:00am driving through Avondale I saw large promotion poster on fence outside Coffee Club advertising Breakfast promotion for \$10.00.

I stopped and went inside restaurant and was ordered bacon and Eggs (scrambled option) then asked cashier for Medium Flat white coffee.

I was told by her that the coffee was not included with the breakfast.

I pointed out that the poster clearly showed a photo of a plate of food. Cutlery and a cup of coffee.

I was told again that the promotion was only for the plate of food.

I stated that this was false advertising and I believed I should be served what was shown on poster. [...]

This is blatant false advertising and offensive behavior from a Franchise owner of this operation

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

The Chair noted the Complainant's concerns the advertisement was misleading. The Chair acknowledged the Advertiser had made changes to the advertisement, after receiving the complaint, removing any images of coffee.

Given the Advertiser's cooperative 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 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. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.