

COMPLAINT NUMBER	22/005
ADVERTISER	AF Drinks
ADVERTISEMENT	AF Drinks Website
DATE OF MEETING	9 February 2022
OUTCOME	Settled

Advertisement: The AF Drinks advertisement on the Stuff website shows an image of the product (a bottle of alcohol-free cucumber G&T) next to a glass garnished with rosemary, cucumber and ice. Above this is stated, "If you are drinking this drinking season drink the drink to drink in-between drinks when you are drinking". Below, there is a link to "shop now" and the tagline, "the unofficial drink of the silly season".

The Chair ruled the Complaint was Settled.

Complaint: This ad appeared in the Stuff main page. The idea that this is the drink you drink in between drinks in the drinking season can only be taken to encourage rapid or heavy drinking. The association of this season (presumably Christmas, holidays or summer generally" as the drinking season also promotes binge drinking and carries an inference that this season, and social events around it, depend on drinking alcohol.

The relevant provisions were Alcohol Advertising and Promotion Code - Rule 1(c) - Alcohol Consumption

The Chair noted the Complainant was concerned that the advertisement was promoting binge drinking.

The Chair accepted the complaint to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers and Media have the option of amending or removing their advertising to comply with the Advertising Codes

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint.

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

The Chair ruled 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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.