

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 793/19  
**Product:** Picardy Wine  
**Advertiser:** Picardy Wine

The complaint is **dismissed**.

**5 September 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Picardy Wine which was the subject of a complaint received on 4 July 2019.

**The Advertisement**

The complaint was in relation to an email promotion for Retravision promoting ‘Bonus Picardy Wine when you purchase selected Electrolux & Westinghouse French Door Fridges’.

The email promotion featured numerous offers at Retravision. One of the offers featured an image of a cartoon man holding a plate with two bottles of Picardy Wine on it. To the left of the bottles was the text “Valued at up to \$336”. Text on the left of the image stated “SCORE Bonus Picardy Wine when you purchase selected Electrolux & Westinghouse French Door Fridges”. Below is a button to “SHOP NOW”.

**The Complaint**

The complainant believes the advertisement contravenes the Code. The complainant stated:

“Potential to increase risk drinking

I am unsure if this breaches the code but it could increase risks for alcohol misuse.”

**The Code**

The advertisement was reviewed against the Code, and in particular:

Section (3)(a)(i) of the Content Code:

3. General provisions:

a. Compliance

i. Alcohol Advertisements must be prepared with a sense of responsibility to the audience and to society and must reflect the spirit, not merely the letter, of the Code.

Section (4)(b)(ii) of the Content Code:

4. Alcohol-specific provisions:

b. Consumption

- ii. Alcohol Advertisements must not feature, condone or encourage, directly or by implication, irresponsible or immoderate drinking. That applies to both the amount of alcohol presented and the way drinking is portrayed.

**The Advertiser's Comments**

The Advertiser was contacted for comment on 15 July 2019. The following response was received from Retravision on 19 July 2019 and passed on to the Panel for consideration:

“Thank you for your email regarding a complaint received about a Promotion by Retravision providing Bonus Picardy Wine with certain Westinghouse & Electrolux French Door Refrigerators. Retravision and Picardy both acknowledge the need to promote responsible consumption of alcohol within the community and have endeavoured to ensure the bonus wine does not depict situations that might reasonably be interpreted as encouraging unsafe or dangerous practises or acts. The advertisements do not feature, condone or encourage, directly or by implication, irresponsible or immoderate drinking.

Products promoted are Premium Refrigeration Appliances and Premium Picardy Wine. The minimum purchase amount to qualify for a 6 pack of Premium Wine is \$1298 (or an equivalent cost of \$216 per bottle), for a high quality wine with a recommended retail value of \$32 per bottle and only depict two bottles of wine within the promotional activity as to not encourage consumption that is inconsistent with the Australian Alcohol Guidelines.

We certainly welcome any feedback to further ensure that in future promotions Retravision is working well within the guidelines of the AARB.”

The following response was received from Picardy Wine on 25 July 2019 and passed on to the Panel for consideration:

“We refer to your invitation on 15 July 2019 to comment on the Retravision advertisement that showed 2 bottles of Picardy wine. Unfortunately, we have not been able to comment earlier than today but we hope that our views will be considered.

In the circumstances of the advertisement, we will keep our comments especially brief:

- When Picardy markets its wine we always seek to do so in a responsible manner. This was not a Picardy promotion, and we understand that Retravision has responded to you directly. We nevertheless advise that we see nothing at all inappropriate about their advertisement.
- In fact, we were a little surprised that the matter was sent to us for comment at all, rather than just being dealt with in your organisation. We note the tentative and non-specific comments of the complainant, who apparently said: "I am unsure if this breaches the code but it could increase risks for alcohol misuse.””

**Panel's determination**

The complaint was referred to three Panel members for review. The Panel determined:

1. The advertisement did not contravene section (3)(a)(i) or (4)(b)(ii) of the Content Code, on the basis that the majority of the Panel did not believe the advertisement featured, condoned or encouraged irresponsible or immoderate drinking. One Panel member commented that despite having to spend a large amount of money on a brand new fridge, giving away 6 or 12 bottles is likely to encourage irresponsible or immoderate drinking. However, the other two Panel members commented that while offering alcohol as an inducement to purchase a major appliance positions and normalises alcohol as a reward, the ad did not target young people or promote excessive drinking.

The complaint is **dismissed**.