

Alcohol Advertising Review Board

Determination Report

Reference number: 806/19
Product: Hahn Ultra Crisp
Advertiser: Lion

The complaint is **upheld**.

6 November 2019

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for Hahn Ultra Crisp by Lion, which was the subject of a complaint received on 1 October 2019.

The Advertisement

The advertisement was seen on a bus stop on Shaw Road in Wavell Heights, QLD, on 13 September 2019.

The advertisement featured an image of a bottle of Hahn Ultra Crisp on the left. To the right of the bottle was the text “ULTRA GOOD INSIDE” and “LOWER CARB GLUTEN FREE FULL STRENGTH”. In the top right corner was the text “NEW”. Small text along the bottom of the advertisement stated “35% LESS CARBS THAN REGULAR BEER”. Next to the text was a ‘Get the facts’ DrinkWise logo.

The Complaint

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

“The main issue is that the product makes a false claim (ultra good inside) based on the criteria of being low carb and gluten free. The message of the advertisement is inappropriate for an alcohol product. Whilst the product may be targeted at a specific market for people with coeliac disease, the advertising caption broadens it's appeal to others, including young people, who may want to reduce their calorie intake associated with drinking alcohol. The placement of the advertisement at a bus stop breaches section 7 of the Placement Code, and it may also be considered to breach section 3b of the Content Code.”

The Code

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

Section (7) of the Placement Code:

7. Transport advertising

No Alcohol Advertisements shall be placed on any means of public transport.

No Alcohol Advertisements shall be placed at any train, tram, bus or ferry stops.

The Advertiser's Comments

The Advertiser was contacted for comment on 3 October 2019. No response was received.

Panel's determination

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

1. The advertisement contravened section (7) of the Placement Code, on the basis that the advertisement was placed on a bus stop.

Several Panel members also expressed concern about the content of the advertisement, believing that it implies that the product is healthier than regular beer, but it is still a full strength beer.

The complaint is **upheld**.

Further action

The Alcohol Advertising Review Board requests the Advertiser cease using public transport-related locations to advertise their products due to likely exposure of young people.