

**Alcohol Advertising Review Board**

**Determination Report**

**Reference number:** 766/19  
**Product:** BWS  
**Advertiser:** Endeavour Drinks Group

The complaint is **upheld in part**.

**3 April 2019**

This determination by the Alcohol Advertising Review Board Panel (“the Panel”) concerns an advertisement for BWS by Endeavour Drinks Group which was the subject of a complaint received on 15 March 2019.

**The Advertisement**

The complaint was in relation to a BWS offer for a \$12 pack of VB when purchasing a McCain Family Pizza, seen in a Woolworths catalogue in Sydney, NSW. The catalogue featured an image of a McCain BBQ Meatlovers pizza. Next to the pizza was an image of a six pack of VB beers. Black text in green circles stated “Buy any McCain family Pizza” and “Get a VB 6 Pack for \$12”. The catalogue noted that the family pizza was \$5, save \$1.50, and the VB was priced to “Save from \$7.50”. Text underneath the images stated:

“To redeem this offer, either scan your Rewards card or provide the Woolworths receipt at BWS after the McCain Pizza has been purchased”.

Next to the text was a BWS logo. Fine print underneath stated:

“Offer available from 13/03/19 – 26/03/19. Purchase any McCain family pizza or Four N Twenty frozen pie from Woolworths to be eligible to receive this offer. Scan your Rewards card or provide the Woolworths receipt to BWS after the McCain family pizza or Four N Twenty frozen pie has been purchased. Available on Victoria Bitter bottles and cans 6x375ml. Offer not available on BWS online. 1x redemption per Woolworths receipt. At this great offer, no further discounts apply.

**The Complaint**

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

“In supermarket basket lined with promotional specials catalogue. in Sydney supermarkets Special deal - if you buy a McCains family pizza you can get a 6 pack of VB stubbies for \$12 (save \$7.50)

The ad is for a Family Pizza. A family usually means with children. This is advertising to increase uptake of alcohol as part of a 'normal' family pizza night.

Fast food is bad enough but paired with cheap grog this is a million miles from good public health messaging.”

### **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 18 March 2019. A response was received on 25 March 2019 and passed on to the Panel for consideration. The Advertiser declined to participate in the Alcohol Advertising Review Board process.

### **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) of the Content Code, on the basis that the majority of the Panel believed that the 'family pizza' denoted the size of the pizza, not that it was to be eaten by families or families with children. One Panel member believed that the advertising combines a 'family'-targeted meal with drinking beer, and a 'family' typically means three or four adults and children together. They noted that six beers seems inconsistent with that scenario, even if it is intended that two adults (rather than any children) drink these beers in the course of one meal, while looking after children. However, the majority of the Panel did not hold this view.
2. The advertisement contravened section (4)(b)(ii) of the Content Code, on the basis that the majority of the Panel believed that the heavily discounted price of the alcohol could encourage overconsumption. A Panel member commented that while a pizza and six pack could in theory be shared, the deal offering the discounted six pack of beer with the purchase of a Four N Twenty pie is less likely to be shared.

The complaint is **upheld in part**.

**Further action**

The Alcohol Advertising Review Board requests the Advertiser cease the practice of extreme discounting of alcoholic beverages.