

Alcohol Advertising Review Board

Determination Report

Reference number: 771/19
Product: Hahn Ultra Crisp
Advertiser: Lion

The complaint is **dismissed**.

3 May 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 8 April 2019.

The Advertisement

The advertisement was a video seen on Friday 5 April 2019 on the Hahn Facebook page at <https://www.facebook.com/hahn/videos/1257010424453410/>.

The video opens on a close up of a bottle of Hahn Ultra Crisp. The camera moves around the bottle to focus on the words “LOWER CARB”, “GLUTEN FREE”, and “FULL STRENGTH”. It moves to the Hahn Ultra Crisp label on the bottle, and then to the left to text “ULTRA GOOD INSIDE”. The camera zooms out and the whole bottle is visible. The caption of the video stated “We’ve never brewed a beer as crisp as this!”.

The Complaint

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

“The promotion for Hahn Ultra Crisp implies that the beer is good for you. I believe that the strong emphasis on 'lower carb' and 'gluten free', which give the impression that Hahn Ultra Crisp is 'better for you' than other beers, combined with the final text stating "ultra good inside" implies that this beer is 'ultra good' for you. I believe it contravenes section (4)(j) by implying that the beer is healthy. This type of advertisement does not reflect the spirit of the AARB code.”

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)(j) of the Content Code:

4. Alcohol-specific provisions:

- j. Health claims

Alcohol Advertisements may give factual statements about product contents, including comparisons, but must not make any health claims, which include fitness or weight control claims.

The Advertiser's Comments

The Advertiser was contacted for comment on 8 April 2019. No response was received.

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 did not believe it was against the spirit of the Code. One Panel member commented that this style of advertising is the health equivalent of 'greenwashing', which emphasises trendy 'health' qualities of the product while ignoring legitimate health concerns such as cancer risk. However, another Panel member commented that while it's a bit ambiguous what the 'Ultra Good Inside' refers to, they did not believe that advertising the contents of a product was against the spirit of the Code.
2. The advertisement did not contravene section (4)(j) of the Content Code, on the basis that the majority of the Panel believed that while the advertisement attempts to capitalise on current health trends by stating that it is lower-carb and gluten free, it does not directly make health claims, for example that these qualities will assist weight control. One Panel member commented that the video does make an implied health claim, whereby 'good' suggests 'healthy' in the context of gluten free and low carb. They commented that when combined with the final tag that the beer is 'ultra good', it suggests that the beer is 'good for you'. However, another Panel member commented that they are nutrition content claims, not health claims, and it is not clear whether 'ultra good inside' refers to the taste, the quality, or the benefits of the beer.

The complaint is **dismissed**.