

## Expedited Determination No. 93/24

**Product:** Wine

**Company:** Murrumbateman Winery

**Date of Complaint:** 21 June 2024

**Complaint:** By reading “*Good wine is cheaper than therapy*” the advertising encourages drinking to solve problems rather than seeking professional help.

**Code Standards:** Part 3 (c)(iv) of the ABAC Code provides that a Marketing Communication must NOT suggest that the consumption of Alcohol offers any therapeutic or health (including mental health) benefit, is needed to relax, or helps overcome problems or adversity.

**Marketing:** The complaint concerns a series of four roadside signs sited outside the winery’s business and reading “*Good wine is cheaper than therapy*”, as shown in the photos below:



**Company Action:** The Company accepted the breach and advised that the roadside signs had been removed.

**Nature of Breach:** By reading “*Good wine is cheaper than therapy*” the signs breach Part 3 (c)(iv) of the Code by suggesting that the consumption of alcohol offers a mental health benefit.

Chief Adjudicator  
8 July 2024