

Expedited Determination No. 170/24

Product: NED Whisky

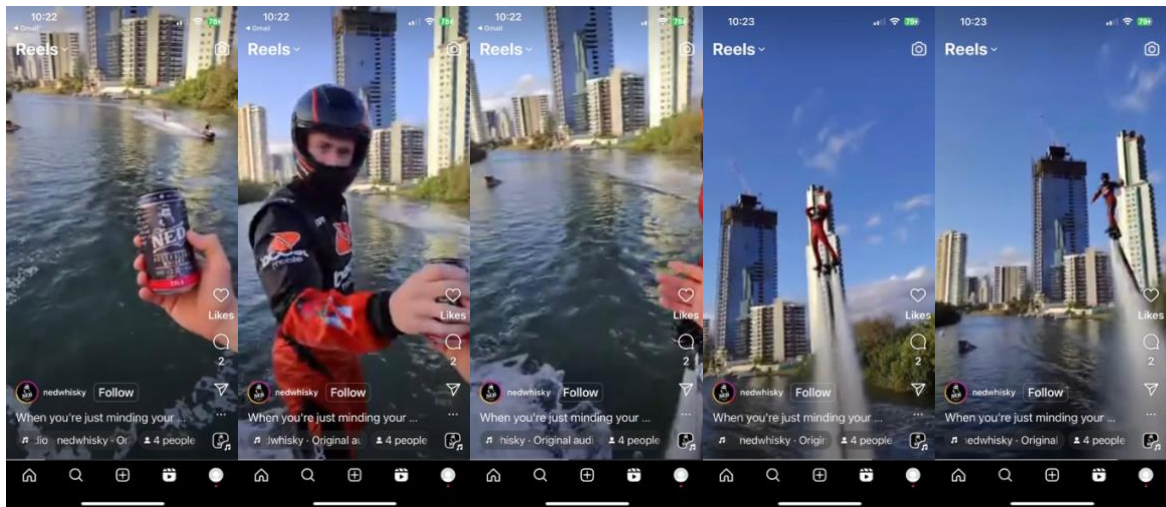
Company: Top Shelf International

Date of complaint: 28 October 2024

Complaint: Consuming alcohol while operating a water device

Code Standard: Part 3(d) provides an Alcohol Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

Marketing: An Instagram reel video showed a person flyboarding approach a man and take a can of NED Whisky out of his hand and consume it while flyboarding.



Company action: The Company accepted the breach and immediately removed the post, also notifying their social media agency of the breach, resharing ABAC standards and available training with their agency and internal marketing team and revisiting their social media content review process.

Nature of breach: The video showed consumption of Alcohol while flyboarding which is an activity that requires a high degree of alertness or physical co-ordination.

Chief Adjudicator
29 October 2024