

ACC Consumer Complaint: Beer the Beautiful Truth

Title: Mr

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Who is the complaint against?

Name of Business: Lion Pty Ltd

ABN: 50 128 004 268

ACN: 128 004 268

Complaint details

Complaint description 1500 characters with spaces

Lion Pty Ltd's advertising campaign 'Beer the Beautiful Truth' is false and misleading as it implies to consumers that beer has health benefits it does not possess. It does this by using premium (or credence) claims by use of language such as: "Low carb", "99.9% sugar free" or "preservative free."

Lion has proceeded with this campaign despite 2010 research by VicHealth, clearly showing that people perceive these products, such as 'low carb' beers, to be healthier. The research showed that 15 per cent of those surveyed said they consume more 'low carb' beer than they normally would because they believe it is healthier for them.

This campaign does not adequately acknowledge the health risks, nor that beer contains little nutritional value and that beer negatively affects the body's ability to metabolise kilojoules from foods consumed or stored fat.

The campaign also promotes Lion's nutrition information panels (NIPs). Alcohol products should be held to the same regulatory standards for product labelling as other foods and beverages. This was recommended by the 2011 Government review into food labelling. Alcohol industry members have argued against labelling requirements stating "...nutrition information are indiscriminate... and the use of which on containers... will detract from essential messages." NIPs should not be a marketing tool, nor should language be allowed that misleads consumers, omits health information and leads to perceptions that beer is healthy or healthy for them.