



CASE REPORT

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| 1. Complaint reference number | 277/02 |
| 2. Advertiser | La Famiglia Fine Foods Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 10 December 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a cartoon-like caricature of a little girl sharing afternoon tea with her Grandmother. They are enjoying the garlic bread when they both notice there is only one piece left. The little girl looks lovingly at her Grandmother, and says: "I love you Nanna" in an attempt to get the Grandmother to offer her the last piece of garlic bread. The Grandmother responds by looking equally lovingly before her tongue extends and takes the last piece of garlic bread. The little girl appears surprised that the Grandmother did not succumb to her charms and took the last piece of garlic bread for herself. In the final image the words appear: 'La Famiglia Garlic Bread such good taste.'

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

"As a Grandmother I am very distressed at a particular advertisement on TV..."

"I am writing to express my distaste...the language is foul and you

have a responsibility to our young to set a better example than that..."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement would not be likely to cause alarm or distress to children.

Further it found that the material did not breach the provisions of the Code on any other grounds and, accordingly dismissed the complaint.