



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 286/02                          |
| 2. Advertiser                 | Goodman Fielder Ltd (Helga's)   |
| 3. Product                    | Food                            |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 December 2002       |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement shows a man walking into a French café, where a waiter rudely asks if he would like a baguette or a croissant. The man is then shown taking a lettuce and cheese sandwich from his bag as he says to the waiter: “Actually I’d prefer my sandwich.” The waiter then lifts the top of the sandwich and asks: “Is the bread Helga’s?” to which the customer replies: “Naturally.” A young woman customer then hands back her order to the waiter and asks for Helga’s too. The final image depicts Helga’s bread with the voice-over “For traditional Bakehouse Bread just ask, is the bread Helga’s?”

## **THE COMPLAINT**

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

*“...I am disgusted that an ad like this is allowed. How would any of you eat the bread that has been touched by someone else...Where’s the hygiene.”*

## **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 found that the content of this advertisement did not contravene the Code in relation to health & safety or on any other grounds.

Accordingly the complaint was dismissed.