



CASE REPORT

1. Complaint reference number	380/99
2. Advertiser	Agni Restaurant
3. Product	Restaurants
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘Dripping, Pork Pies and Spotted Dick. Little wonder the British left home in droves’. The text of the advertisement then proceeds to describe a number of aspects of British cooking in less than complimentary terms, concluding that it was the search for more ‘palatable cuisines’ that caused the expansion of the British empire, the colonisation of India and the endurance of the British Raj. The text concludes by giving details of the Agni Indian Restaurant.

THE COMPLAINT

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

“It contains racial bias and is offensive to people like myself who are of British origin.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material contained within the advertisements did not constitute discrimination or vilification, noting that its comments on British cuisine were made in the context of affectionate humour without malice. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.