



MEDIA RELEASE

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NEWCASTLE HOTEL ORDERED TO STOP “WIN YOUR HEIGHT” IN VODKA DRINKS PROMOTION

Licensed venues are being reminded to ensure responsible alcohol promotions after a Newcastle hotel was caught offering patrons the chance to “win your height” in UDL vodka drinks.

Liquor & Gaming NSW has also taken action against another Newcastle hotel for an Australia Day weekend competition offering prizes of eskies with 100 cans of beer.

The “win your height” in UDL cans promotion – at King St Hotel in Newcastle West – was found to encourage irresponsible alcohol consumption.

Winners would be selected at random to stand in front of a height chart at the venue. If, for example, patrons were five feet or taller, they would win five cases of UDL vodka drinks.

The promotion was advertised on the hotel’s website and Facebook page and marketed to university students during orientation week.

The ads offered free entry to students and showed a panda character with the message, “Students, this bad boy is for you”.

Liquor & Gaming NSW director of compliance operations, Sean Goodchild, said the King St Hotel complied with a formal order to stop the promotion which was advertised to take place on Friday 2 March.

“This promotion posed an unacceptable risk of excessive alcohol consumption,” he said.

The Sydney Junction Hotel at Hamilton was ordered to stop its Australia Day promotion offering patrons the chance to win eskies with 100 cans of VB beer. Patrons would receive one free entry to enter the draw with every purchase of a VB product.

“Irresponsible promotions can lead to alcohol-related violence and disturbance as well as serious health impacts for individuals,” Mr Goodchild said.

“Promotions should not encourage irresponsible, rapid or excessive drinking, target or appeal to minors or be offensive or indecent.”

Liquor & Gaming NSW targets irresponsible alcohol promotions through measures including monitoring venues’ websites and social media channels.

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