

Coke ads 'totally unacceptable' in Australia

SYDNEY: Australia's consumer regulator has ordered Coca-Cola to publish corrections after it claimed in "unacceptable" ads that health risks from the soft drink were a myth, the watchdog said on Thursday, 2 April 2009.

The newspaper ads, which ran nationally last October and were targeted at mothers, said it was untrue that Coke could make you fat, rot your teeth or was packed with caffeine, the Australian Competition and Consumer Commission said.

"Coke's messages were totally unacceptable, creating an impression which is likely to mislead that Coca-Cola cannot contribute to weight gain, obesity and tooth decay," it said.

The watchdog said the company had agreed to publish corrective ads in papers as well as a table on its website comparing the caffeine levels of its drinks in comparison with tea and instant coffee.

Source: AFP

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