

NOTE

A summary of the ruling made in the case 214/18 featuring Reich Gold

Date: December 2018

Case No: 214/18

Advertiser: Reich Gold

Decision: Suspension and warning

Rules: Articles 1, 3, 6, 19, 20 and 50, letters 'a' and 'c', of the [Code](#)

Summary:

A consumer in Maringá (PR) considered the association of the terms "Reich" and "German purity" in an advertisement in an external media for beer to be objectionable. For the consumer, such an association can refer to the Nazi regime and its harmful consequences.

The advertiser's defence denied such an interpretation. "Reich" was used as a translation of "rich" and the reference to "German purity" was directly associated in the advertising piece with German beer production legislation.

The officer did not accept these and other arguments of the defence and proposed the suspension and warning to Reich Gold, agreed unanimously.

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