

Summary

In a Fast-Track SWIFT challenge, Anheuser-Busch Companies challenged claims made by Molson Coors that appeared in videos with words “light beer shouldn’t taste like water. It should taste like beer” and included imagery of tired athletes pouring beers on themselves to cool off after a workout. NAD found that the challenged claim was not puffery or a mere opinion and that tasting “like water” is a measurable attribute that requires substantiation, which Molson Coors did not provide. Therefore, the National Advertising Division recommended that the claim be discontinued.

An NARB panel agreed with NAD that in the context in which the claim appears it is not puffery but a comparative claim requiring substantiation in the form of a well-conducted consumer taste test and recommended that Molson Coors discontinue the claim “light beer shouldn’t taste like water. It should taste like beer.”