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# Molson Coors Beverage Company

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## National Advertising Division

NAD Case #7183

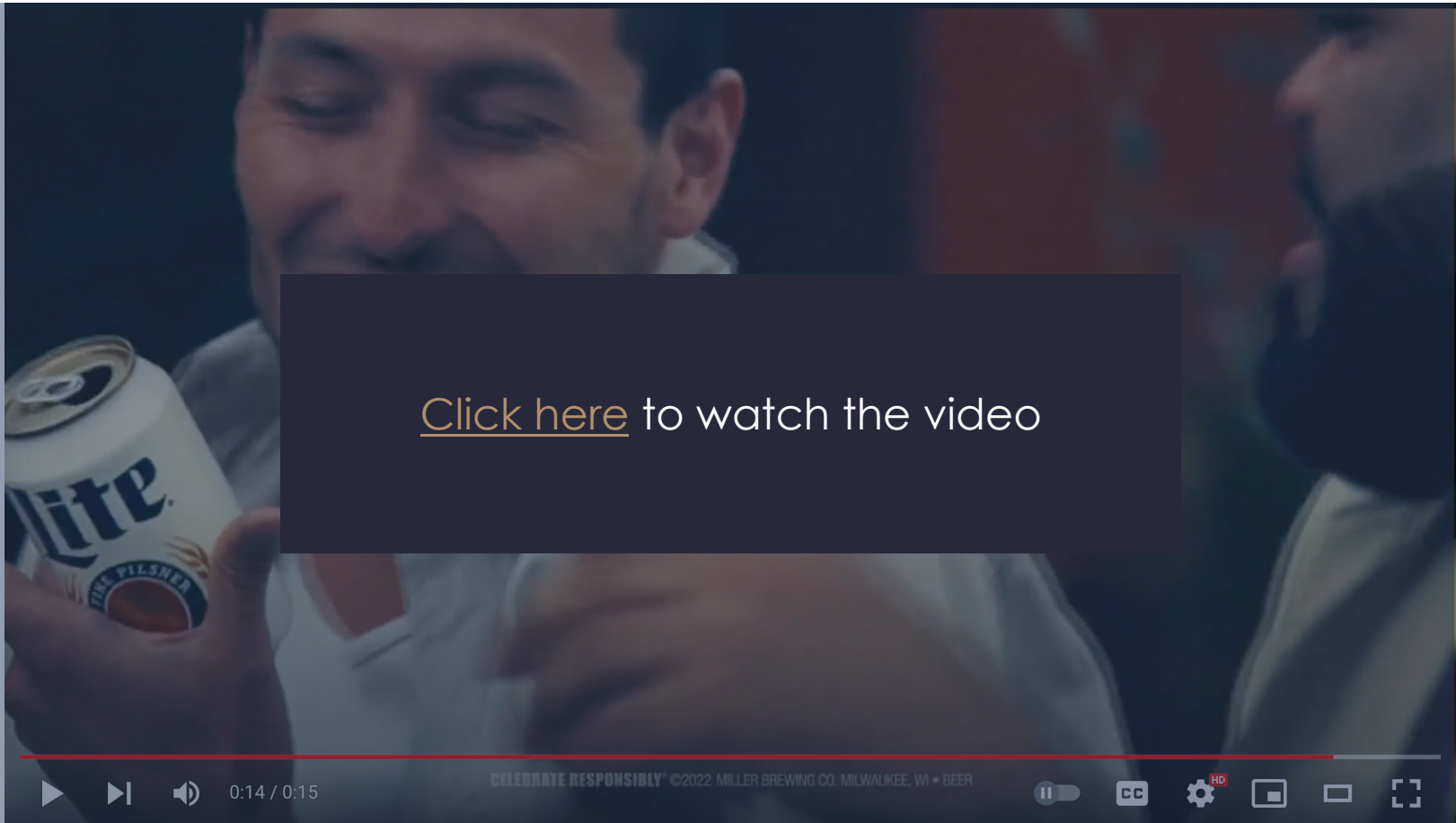
February 2023

## National Advertising Review Board

NARB Panel Report #315

March 2023

Relevant Media



# 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. The National Advertising Division (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, NAD recommended that the claim be discontinued.

A National Advertising Review Board (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.”