

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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PR 17- 11

**CORRECTED** February 27, 2017**ABC Fines Heineken, USA, Incorporated for Business Practice Law Violations**

Sacramento: *The Department of Alcoholic Beverage Control (ABC) became aware it disseminated a media release with incorrect information regarding the sequence of events in the investigation involving Heineken, USA, Incorporated. The previous media release stated Heineken was contacted prior to the launch of its advertising campaign, when in fact they were contacted after it began.*

On February 10, 2017, ABC reached a \$30,000 settlement with Heineken for an advertising campaign not authorized by law. The Heineken advertising campaign, directed at consumers in Southern California, received wide-spread attention online and in various food and beverage publications.

ABC's Trade Enforcement Unit conducted an investigation into the advertising campaign after receiving complaints and determined it was not authorized by law.

Heineken ultimately discontinued the campaign and agreed to a settlement. According to Acting Director Ramona Prieto, "ABC apologizes for the release of the incorrect information and reaffirms ABC's commitment to continued collaboration with Heineken and all members of the community to promote public safety, good economic health and a fair market place." The ABC Act was established to protect California and all licensees are expected to responsibly carry out their business in a manner consistent with the law to keep communities safe.

ABC's mission is to provide the highest level of service and public safety through licensing, education, and enforcement. To learn more about ABC programs that help protect communities, prevent alcohol-related harm and potentially save lives visit https://www.abc.ca.gov/programs/programs_PE.html

ABC is a Department of the Business, Consumer Services and Housing Agency.

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