**Summary for 15th meeting (27 November 2013):**

The Compliance Panel (CP) determined one complaint (Ministry of Health Complaint #10-2013-02) concerning an advertisement for Heinz Nurture Gold using the Family Health Diary format that aired on TV1 at 9pm on 28 August 2013. The complainant alleged a breach of Articles 1 and 5.1 of the INC Code of Practice, and queried whether Heinz Wattie’s Ltd. complied with Article 8.1. The CP determined that the use of the words ‘infant formula’ in the advertisement constituted a breach of Article 5.1 of the INC Code of Practice. The CP accepted Heinz Wattie’s explanation that Article 8.1 had not been breached, because Heinz Wattie’s informed marketing personnel of Heinz Wattie’s responsibilities under the INC Code. The CP recommended that Heinz Wattie’s need more oversight of the content of their advertisements.