



Stichting Reclame Code  
To: mw. mr. P.E.C. Ancion-Kors  
Postbus 75684  
1070 AR Amsterdam

Reference: k08031ew  
Utrecht, October 15th 2008

Concerns: Pink Panther Wine

Dear Mrs. Ancion-Kors,

Recently, the Jumbo supermarket in the Netherlands advertised with the so-called Pink Panther wine (see appendix 1, 2).

Pink Panther wine or "La Panthère Rose" is produced in France by le Château de l'Orangerie. The wine has its own website: [www.pinkpanther-wine.com](http://www.pinkpanther-wine.com) (appendix 3).

According to STAP (the National Foundation for Alcohol Prevention in the Netherlands) the name, website and packaging of the bottle of Pink Panther wine are in violation with article 10 of the Dutch Alcohol Advertising Code because it is focussed specifically on minors:

Article 10 (Code 2008)

"Advertising for alcoholic beverages is not allowed to specifically focus on minors. In particular, practices such as described in the explanation of article 10 are not allowed."

Examples are:

- Practices in which is made use of teenager idols;
- Practices/actions in which is made use of premiums that are specifically focused on minors, such as puppets, stuffed animals, toy cars, games, stickers, beach toys or school-related items;
- Etc.

It needs little explanation that Pink Panther is a cartoon that is specifically attractive for minors. The entire design and look of the website is pink and covered with Pink Panther items (e.g. the bottle of wine, the pink panther cartoon, the typical pink panther paw and an historical overview with matching images, see appendix 3 for screenshots of the website).

**STAP (Stichting Alcoholpreventie)**

Postbus 8181  
3503 RD Utrecht

Bezoekadres  
Ravellaan 88  
3533 JP Utrecht

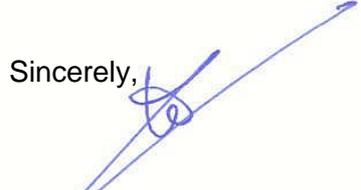
telefoon +31 (0)30 656 50 41  
fax +31 (0)30 656 50 43  
e-mail [stap@alcoholpreventie.nl](mailto:stap@alcoholpreventie.nl)

Postbanknummer 291302  
KvK Utrecht 41187238

By producing a wine carrying the name "Pink Panther" and a pink website covered with pink panther cartoons, le Château de l'Orangerie is advertising in breach with existing self regulatory rules that state not to focus alcohol advertising specifically on minors.

STAP is asking the Advertising Code Committee to adjudicate on this complaint.

Sincerely,



Ir. W. E. van Dalen,  
Director STAP

*Appendices:*

1. Screenshot Jumbo website of Pink Panther wine.
2. Bottle of Pink Panther wine
3. Screenshots [www.pinkpanther-wine.com](http://www.pinkpanther-wine.com)

*Contact details:*

<http://www.chateau-orangerie.com>

Château de l'Orangerie

33450 Saint-Félix-de-Foncaude

FRANCE

tel : +33 (0) 5 56715367

RC Bordeaux Siret: 417 758 067 00017

# Appendix 1: Pink Panther wine at the Jumbo supermarket

Home » Kies gericht » Geselecteerde wijn: Pink Panther rose, Frankrijk

**Wijnproducenten**  
• Pink Panther

**Wijnen**  
Meer wijnen van deze producent:

**Wijngebied**  
Wijngebied van deze wijn

Bordeaux rosé

**Druiven**  
Druiven van deze wijn

- Cabernet Sauvignon
- Merlot

**Droog**

**Koud** **Voordelig**

**Pink Panther rose, Frankrijk, 2007**  
Pink Panther

Zeer aromatische geur van bloemen en fruit zoals aardbeien en rode bessen. Een frisse wijn met een zeer aromatische fruitige, en soepele smaak.

**Smaakprofiel:**  
Bloemen, fruit, fris en soepel.

**Lekker bij:**  
gegrilde vleesgerechten en diverse visgerechten, tevens prima bij pasta's en pizza's. Natuurlijk ook te drinken als aperitief.

**Het best te drinken:**  
Oekoel op ongeveer 7-9 °C. Nu drinken. Bewaren tot zomer 2009.

**Chemische analyse van de wijn:**

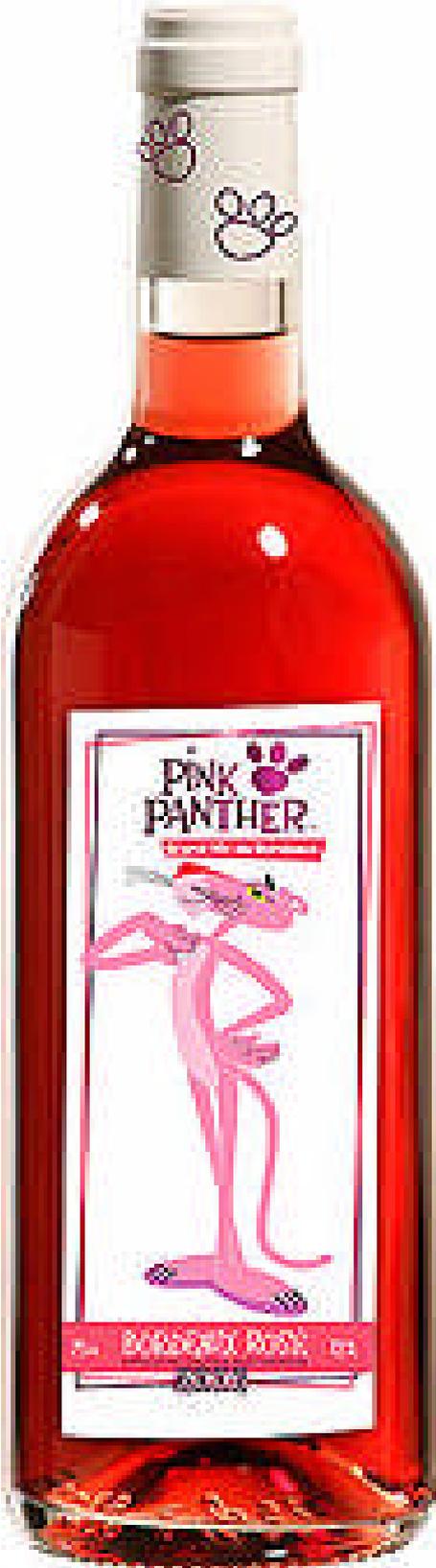
Totaal sulfiet.....	105 mg/l
Vrij sulfiet.....	16 mg/l
Oekoonden sulfiet.....	89 mg/l
Residueel suiker.....	4,6 g/l
Alcohol.....	11,9 vol. %

[lees over sulfiet](#)

[Terug naar overzicht](#)

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Appendix 2: Bottle of Pink Panther wine



# Appendix 3: Screenshots [www.pinkpanther-wine.com](http://www.pinkpanther-wine.com)

**PINK PANTHER**  
Grand Vin de Bordeaux

THE PINK PANTHER™ HISTORY OF A FAMOUS FELINE™

LE CHÂTEAU DE L'ORANGERIE BORDEAUX WINE PRODUCER

THE PURRFECT BORDEAUX ROSÉ THE PINK PANTHER PUTS HIS PAW ON FRENCH WINE

Every Pink Panther cartoon has the word "pink" in the title, including "Dial M for Pink", "Pink a Boo", "Paper Pink", and "Pink in the Clink."

**The Pink Panther comes back with a Grand Vin de Bordeaux... so pink!**

Soft and languishing, with a very elegant style, its color is a clear and delicate rose, its **outer coat** is similar to that of silk...

**Outer Coat?**  
Funny term for a Bordeaux! But it goes just perfectly with the Pink Panther special cuvée.

Add a touch of originality to your table, with an AOC Bordeaux Rosé carrying the footprint of this refined humor.

Top of the page

ABUSE OF ALCOHOL IS DANGEROUS FOR HEALTH, TO BE CONSUMED IN MODERATION.  
THE CONSUMPTION OF ALCOHOLIC DRINKS DURING THE PREGNANCY, EVEN IN LOW QUANTITY, CAN HAVE SERIOUS CONSEQUENCES ON CHILD'S HEALTH!

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**PINK PANTHER**  
Grand Vin de Bordeaux

THE PINK PANTHER™ HISTORY OF A FAMOUS FELINE™

LE CHÂTEAU DE L'ORANGERIE BORDEAUX WINE PRODUCER

THE PURRFECT BORDEAUX ROSÉ THE PINK PANTHER PUTS HIS PAW ON FRENCH WINE

You can find the Pink Panther in different European countries: France, Spain, Netherlands, Denmark, Portugal!

In France in the month of August: Cora France.

The Pink Panther change his shop every month, so follow regularly his adventures here!

**The Pink Panther Grand Vin de Bordeaux... Rosé!**

The Pink Panther wine has the elegance of that of a GRAND VIN DE BORDEAUX ROSÉ, composed of 60% Merlot and 40% Cabernet

**Merlot**  
Giving full bodied moderately tannic wines, this variety adds softness, richness and body when mixed with Cabernet Sauvignon. Ripening early, it gives smooth, deeply coloured, high alcoholic and low acidic wines

**Cabernet Sauvignon**  
Giving tannins with blackcurrant aromas, this variety ripens late and is deeply coloured with a low alcohol percentage

From the shining rubis light reflections, this rose expresses itself by its lively fruited notes mixed with its exotic floral sensations.

The balance found during tasting is translated by this persistence of red fruits (blackcurrants, redcurrants) along with its long and fatty taste.

An ideal way to discover The Pink Panther wine is amongst friends during an aperitif or during that summer barbecue.

Add a touch of originality to your table, with an AOC Bordeaux Rosé carrying the footprint of this refined humor.

The Pink Panther: History of a famous feline - Microsoft Internet Explorer

Bestand Bewerken Beeld Favorieten Extra Help

Vorige Zoeken Favorieten

Adres http://www.pinkpanther-wine.com/pink-panther.php

Google pink panther wine

Bladwijzers 155 geblokkeerd Spelling controleren Verzendend naar pink panther wine

PINKPANTHER-WINE.COM

Pink Panther, a Grand Vin de Bordeaux so pink

Page content Menu Bottom

Recommendation Contact us



**PINK PANTHER**  
Grand Vin de Bordeaux



**THE PINK PANTHER**  
HISTORY OF A FAMOUS FELINE



**LE CHÂTEAU DE L'ORANGERIE**  
BORDEAUX WINE PRODUCER



**THE PURRFECT BORDEAUX ROSÉ**  
THE PINK PANTHER PUTS HIS PAW ON FRENCH WINE

*The Pink Panther wine label has a unique form - it does! - take a square ruler*

### THE PINK PANTHER

#### History of a famous feline

**P**originally created in 1964 by the animators Friz Freleng and David DePatie for the opening credits of the classic film comedy "The Pink Panther", the cool cat won the hearts of millions and went on to enjoy a career that has spanned a variety of genres over the past four decades.



**H**e has appeared in the popular Pink Panther live action movies and cartoon shorts as well as several successful animated television series (still airing in worldwide syndication today), along with receiving pop culture accolades such as being a Macy's Thanksgiving Day Parade balloon and having his paw prints immortalized in cement at Grauman's Chinese Theater in Hollywood, California.



For nearly all his appearances, the Pink Panther has been musically brought to life by Henry Mancini's unforgettable, hum-along, Grammy® Award-winning theme song.



Over time the Pink Panther's appearance has evolved but his essence has remained the same.

**W**hether it is the original, sophisticated Panther from the movie or the sly and irreverent cat that audiences know and love from the television cartoon, the Pink Panther has always epitomized the style and relaxed confidence that powers his enduring cross-generational appeal.



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