

**From:** [REDACTED]  
**Sent:** 29 July 2019 16:48  
**To:** Corporate Communications Unit  
**Subject:** The George Pub & Grill - ASA Ref: G19-1028480

Good afternoon,

I am writing to you from the Advertising Standards Authority (ASA), the UK's independent regulator of advertising across all media. For more information about who we are and what we do, please visit our website, [here](#).

Please accept my apologies if this is not the correct channel to contact the Cleveland Police regarding this matter, but I was uncertain which option on your website this information would be captured under. Following a request from a MP, we wanted to advise you about a number of complaints we received today. As you may be aware, The George Pub & Grill put a post on their Facebook page on 27 July at 9:42am which stated "Would you punch your ex in the face for a steak?" We received 24 complaints that the ad trivialised and/or condoned domestic violence, and we were also made aware that several MPs were concerned about this material.

As such, we are just writing to advise that we have previously published a ruling on a similar ad by this advertiser which, after investigation, was determined to have broken the rules; you can read the full ruling on our website [here](#). We were very concerned to learn that the advertiser had used a similar approach again, in light of this ruling, and we therefore referred the matter to our Compliance team. The team will work directly with the advertiser and platform to bring about compliance both now and in the future, and having looked on their Facebook page just now, the ad in question appears to have already been removed.

Nevertheless, as per the MP's request, we wanted to share this information with you, and perhaps you would be so kind as to pass this to the relevant department or provide me with their details so we can forward it on? If I can provide any further information, please don't hesitate to contact us.

Best regards,

[REDACTED]  
**Senior Complaints Executive**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

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