

Annual Updates 2013 - 2014

Responsibility Deal Pledge:

A1. Alcohol Labelling

PLEDGE A1. Alcohol Labelling

“We will ensure that over 80% of products on shelf (by December 2013) will have labels with clear unit content, NHS guidelines and a warning about drinking when pregnant.”

Partner Name	Please describe the progress you have made on alcohol labelling, over the last year:
Bacardi Brown - Forman Brands	The vast majority of our products are compliant with this commitment.
Beam Suntory	<p>We have already exceeded the target of over 80% of our products on shelf complying with the requested labelling messaging. In fact we are currently at 90% and we continue to work on increasing this number</p> <p>We have also amended the packaging on one of our recently acquired Irish Whiskey assets (Connemara), as well as two existing SKUs in our portfolio: Laphroaig 25 years old and Fundador Solera Brandy.</p>
Bibendum Wine Ltd	<p>Over the last FY we delisted a major supplier of branded products : this has severely impacted our compliance figures. We have a new listing for 2.5 million bottles : this will be marketed with the pledged 5 elements and take our compliance figures back to 80%.</p> <p>Currently 47% of our products are labelled with the 3 elements and a large proportion of these have all 5 elements.</p>
Bidvest 3663	<p>Vivas have planned to include the below information on the stated labels during 2014.</p> <p>Guideline to be included: Pregnancy warning</p> <p>Wine labels to be updated: below</p> <p>Furious Boar Chardonnay</p> <p>Furious Boar Zinfandel Rose</p> <p>Furious Boar Merlot</p> <p>Califia Falls Zinfandel Rose 2012 75cl</p>
Booker Group plc	<p>Ninety two percent of Booker’s own label products now carry clear alcohol unit content, NHS guidelines and a warning about drinking when pregnant.</p> <p>All new own label and exclusive lines are launched with these minimum requirements in place.</p>
Bottle Green	During this year, to March 31st 2014, our compliant labelling performance is at 94% across our light wines and champagnes in the off trade (excluding retailer own label).

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Brand Phoenix Limited	<p>All of our full strength and low alcohol products have labels and packaging that clearly show the unit content of the wine, NHS guidelines for unit consumption and a warning about drinking when pregnant.</p>
British Beer & Pub Association	<p>Twenty-three BBPA members are signed up to the labelling pledge and are committed to improving information on beer packaging to ensure that it includes the relevant information specified by the pledge.</p> <p>BBPA has been supporting and advising members in 2013 in the run up to the deadline for packaging compliance. We have been liaising with members in partnership with the Portman Group following the results of the interim audit, to advise on any changes required to packaging. We produced a briefing note for members on the requirements, also sign-posting to the full Portman Group guidance, which we sent round to members and placed on the BBPA website. http://www.beerandpub.com/industry-briefings/alcohol-labelling?from_search=1</p> <p>BBPA has also worked with Camden BRi and the Portman Group to develop the system for the final audit to calculate compliance with the pledge. This involved working out the weightings based on market share of the different companies to ensure an accurate picture of overall compliance and category compliance with the target of 80%.</p>
Broadland Wineries Ltd	<p>Broadland Wineries continues to be committed to include all information necessary for the consumer in line with the responsibility labelling guidelines and as of the 31st March 2013 can report that we are compliant across all 5 areas of information across 91% of our portfolio with all back labels containing all the relevant consumer information. We are working towards improvement on this figure and are confident to ratify this across 95% of our portfolio by the December 2013 deadline.</p> <p>Furthermore we have worked with our customers to encourage promotion of these 5 criteria when developing bespoke own label products and has resulted in a 100% compliance across all bespoke labels and promote this where possible across all consumer and customer sale material and POS.</p> <p>The non-compliance on 3% of our portfolio extends only to existing delisted stock that is still in the supply chain. We can confidently state that 100% of all NPD between April 2013 and March 2014 met all of the 5 labelling criteria specified by the Portman group.</p> <p>We continue to ensure that our technical team and sales managers who monitor or promote our branded product range are also fully briefed regarding our requirement to feature all components of the alcohol labelling pledge on our labels. We continue to monitor all best practice guidelines and update our approach where necessary.</p>

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C&C Group plc	<p>In the area of unit labelling Cantrell and Cochrane was an early leader with the labelling guidelines. We have over 95% of production showing unit information, guidelines and pregnancy warnings. Going forwards, including these labelling requirements is mandatory in our internal launch criteria for new products.</p>
Carlsberg UK Ltd	<p>Carlsberg UK continues to fully support the appropriate labelling of brands within the UK. All core UK Carlsberg brands already have the Chief Medical Officers advice, a warning about how to drink when pregnant through the pregnancy logo, an 'Enjoy responsibly' line, the Drinkaware web address and the unit information of the container. The current percentage of Carlsberg UK products with clear labelling far exceeds the 80% required volume amounts and is now at virtual 100% for UK produced products. Only the very small niche imported beers (such as Mahou and Baltika) do not have the above logos.</p> <p>The introduction of two new lower ABV products has resulted in further delivery of this pledge.</p> <p>for more information please visit our 'engaged with society' CSR website - engagedwithsociety.co.uk</p>
Cellar Trends Ltd	<p>At the current moment in time 95% of all our labels are correctly labelled with the Units of measure, the recommended levels of consumption and the pregnancy warning.</p>
Charles Wells	<p>All beer labelling is now compliant, subject to exhausting stocks of existing packaging. Our processes have been amended to ensure that all new beers will automatically carry the appropriate information.</p>
Cider of Sweden Ltd.	<p>Update: Cider of Sweden Ltd., acting as the UK distributor on behalf of Kopparberg Brewery in Sweden, has modified all consumer packaging for Kopparberg Cider to include the following elements;</p> <ul style="list-style-type: none"> • Clear statement of alcohol unit content • Chief Medical Officer's Guideline • Pregnancy Warning • Drink Aware logo <p>This process is now standard practice across all existing and new SKUs</p>

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<p>Co-operative Group (The)</p>	<p>The Co-operative Group reported in April 2012 that it had already achieved this pledge for our own brand products. We include clear information on unit content, NHS guidelines and a drinking when pregnant warning on 100% of own-brand alcohol products.</p> <p>We go beyond legal requirements and Government guidance by labelling all own-brand alcohol with an ingredient list and by making sure all products suitable for vegetarians and vegans are labelled as such.</p> <p>Since 2002 all own-brand alcohol products have included calorie information.</p>
<p>Copestick Murray</p>	<p>All new brands owned by Copestick Murray display the Drinkaware website, along with UK alcohol units, the pregnancy logo and the UK chief medical officer units advice on the back label. The information is clear and easy to read. We will actively support responsibility deal led campaigns.</p>
<p>Daniel Thwaites PLC</p>	<p>The Health and Welfare information will all be housed in a Box on our new labels from May 2014.</p>
<p>Diageo Great Britain Limited</p>	<p>We are confident that we have exceeded the industry pledge target of more than 80 percent and that over 90 percent of Diageo owned products in the UK now have clear unit content, NHS guidelines and a warning about drinking when pregnant on the labels.</p>
<p>Direct Wines Holdings Ltd</p>	<p>We continue to work with all our suppliers to ensure labelling is compliant regardless of volume supplied. We provide templates to make it easier for suppliers to implement the changes.</p> <p>91% of the Group's wine in volume terms has all three elements (i.e. unit content, NHS guidelines and Pregnancy warnings) on the back label. 94% of Laithwaite's wine (the largest by volume) has all three elements.</p> <p>In relation to Laithwaite's Wine, wine label compliance is slightly up on last year's figures - the majority of its back labels were already compliant. However, we also sell wines across the Group which cannot feature an exclusive back label as these are bought "purchase ready" and labels cannot be changed - this includes Bordeaux and En-primeur. In the case of Aveyrs around 30% of its stock by volume is Bordeaux or En-primeur wine on which it is not possible to change the back label.</p> <p>82% of the Group's beer in volume terms has all three elements on the back label. Laithwaite's Wine's largest selling lager, Primator, now has all three elements on the back label. Beer sales make up a very small percentage of the Group's total sales (less than 1%).</p>
<p>E&J Gallo Winery</p>	<p>At E&J Gallo Winery we have added the 5 of 5 health labelling requirements to over 90% of our products. We have surpassed our alcohol labelling requirements as laid out in 2011.</p>
<p>Edrington</p>	<p>Edrington has sustained the 99%+ compliance with this pledge.</p>

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Empire Cinemas Ltd	<p>As per our pledge, every cinema that is licensed clearly displays ABV and pricing information. We actively enforce the Challenge 25 scheme and record any refusals. All our alcohol sales come from suppliers who comply with the labelling guidelines.</p>
Enotria Winecellars Limited	<p>Over the last year we have continued to encourage suppliers to comply with the recommended warnings on alcohol covering all 5 points advised by Portman Group.</p> <p>Our most recent report shows that at least 80.59% of the wine we supply to the Off Trade shows the correct label warnings and 63.74% of all wine we supply from our warehouse in Park Royal is also compliant.</p> <p>Enotria continues to encourage our suppliers to comply with these labelling guidelines and we will not stop until we have achieved the maximum possible percentage of our wines labelled correctly.</p> <p>This year, we are developing even more own label brands, all of which will have the correct label warnings on them.</p>
Enterprise Inns plc	<p>Data has been refreshed for all of our packaged products, but due to the nature of our business and the high volume of draught product, this would distort our figures considerably. The YOY figures have changed in the main due to product mix and wider range of imported products. Due to the nature and breadth of the wine category, this has continued to be slower to conform but will continue to be reviewed. Also, we do record the % of each category that features the Drinkaware logo. It is now established practice that brand owners provide this information for all new listings, and we continue to request that brands without these markings currently consider their addition when packaging changes are made.</p>
Everards Brewery Ltd	<p>We currently have three brands in bottles and our labels comply 100 per cent with the guidelines. We continue to use these guidelines in the future with any new brands we decide to bottle. This also applies to our beer in canned format which are also 100 per cent compliant.</p>
First Drinks Brands LTD	<p>We have continued our fifth year of funding Drinkaware and have supported regular conferences facilitated by the Drinkaware Team in the last year or so; we note that the focus for Drinkaware has been a successful campaign to raise individual awareness of alcohol issues, promoting a responsible attitude and provision of high quality support and information concerning alcohol use and mis-use.</p> <p>We welcome the renewed efforts Drinkaware is now making to covert high awareness levels into lifestyle change and action oriented behaviour shifts in the problem areas of binge drinking, under age drinking and so on.</p> <p>We have also supported the financial consideration by producing POS material and use of the Drinkaware.co.uk URL in advertising material.</p>
Frederic Robinson Ltd	<p>We now not only comply with but also use all other recommended legislation on ALL packaging</p>

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Freixenet UK Ltd	<p>Remains unaltered for wine brands, ie</p> <p>Unit information 1%</p> <p>NHS drinking guidelines 0%</p> <p>Pregnancy warnings 100%</p>
Fuller, Smith & Turner P.L.C.	Fullers have now completed updating all bottle labels and all now comply with the pledges we have made including unit awareness, pregnancy warning, NHS weekly safe drinking limits.
Global Brands Ltd	Global Brands' own products are all compliant with the five responsibility labelling statements. This has been the case for the past year and we continue to ensure that any new products are likewise fully compliant.
Greene King plc	We have put in place a system where our quality team monitors legislation and guideline changes on advice from BRi and then directs our marketing team on any changes required to meet that legislation.
H. Weston & Sons Ltd	No change to current policy - all Westons products meet at least the minimum labelling requirements.
Halewood International Limited	Halewood International is compliant with pledge A1. Having undertaken audits as regards our compliance with labelling best practice, we meet requirements outlined in pledge A1. We believe that in excess of 90% of the product volume sold complies with the pledge. The business will continue to seek a high level of compliance.
Hatch Mansfield	over 85% of our back labels now carry the 5 alcohol pledges
Heineken UK	Further to our 2013 update, we continue to believe that it is important for consumers to have information about units to enable them to make responsible choices on alcohol consumption. We continue to provide clear unit labelling on over 99% of all cans or bottles. By the end of 2013, we had provided almost 20 million unit labelled branded glassed to the UK market.
Inver House Distillers Limited	<p>Inver House Distillers labelling of products remain well above the target level at approx 99%. We also apply UK statements for products going to the Pan European markets.</p> <p>Labelling shows clear unit content, UK guidelines for recommended number of alcohol units per week and a please drink responsibly message with the drinkaware website address.</p> <p>We work with all our customers to constantly review labelling for new products and work with the SWA to ensure that our labels comply.</p>
JW Lees & Co (Brewers) Ltd	<p>In relation to beer, we have kept our pledge updated.</p> <p>"All our labels will conform to the requirements by October 2013 and we will ensure 80% of all products on shelf will conform at the same time"</p>

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Kingsland Wines & Spirits	We continue to ensure that all of the products that we produce here at Kingsland are labelled in accordance with the Responsibility Deal and in line with our original pledge. For all new products that we have launched in the last 12 months, we have ensured that the back label is fully compliant and all of the relevant information has been included.
London and Scottish International Limited	Continue to comply with the elements of the pledge on unit information, NHS drinking guidelines and pregnancy warnings.
Majestic Wine Warehouse Ltd	<p>We continue to contact our suppliers (existing and new) with details of the labelling guidelines and a copy of the logo that is required to be on the back label. The label, based on the government's preferred format, includes unit information, NHS drinking guidelines and pregnancy warnings.</p> <p>We continue to check every bottle that comes into our depot and have a system in place to log which wines have the label. Over the last 12 months, we have also conducted in-store checks.</p> <p>Over the last 12 months, we have significantly increased the number of products with the preferred label. The vast majority of our products now have this label. As checked on 31st March 2014, 741 lines contain all 3 elements (unit information, NHS drinking guidelines and pregnancy warning).</p>
Marks & Spencer	95% of alcohol sold in M&S stores carries a label providing information on the units, sensible drinking guidelines, a pregnancy warning and Drinkaware branding.
Marston's PLC	We have continued to comply on all NPD, with existing portfolio SKU's updated whenever labels are updated in lieu of promo/branding changes.
Maxxium UK Ltd	As part of the global sales and distribution alliance between Beam Suntory and Edrington, we have undertaken an analysis of the brands which we sell on their behalf within the UK. Our review indicates that we had already achieved this target last year. We continue to ensure that any new brands which are introduced into our portfolio contain the relevant key messages. We also represent third-party drinks'€™ brands in the UK and are working with the brand owners to ensure compliance.
McMullen & Sons Ltd	We continue to be satisfied that packaged alcohol products sold in our premises carry the appropriate warnings. We check all products listed for sale.
Midcounties Co-operative	Through Co-operative Retail Trading Group, we reported in April 2012 that we had already achieved this pledge for our own brand products. We go above and beyond legal requirements and UK Government guidance by labelling all our own-brand alcoholic beverages with an ingredient list.
Moet Hennessy UK Ltd	93% of Moet Hennessy UK volume sales now carry the 3 required guidelines for alcohol labelling. Additionally in 2014, the new brand launch of Chandon from Argentina has fully compliant labels, as well as the re-launched Moet & Chandon Ice Imperial.

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<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>Molson Coors believes that clear health labelling on our packaging is important to better inform consumers about responsible drinking. Molson Coors was among the first to carry unit information and the Drinkaware.co.uk website address on packaging, even before government requests.</p> <p>All of our beer and cider brands contain the 3 elements of responsibility messaging recommended by the UK Government on primary packaging. These include alcohol unit content, pregnancy warning and Chief Medical Officer's guidelines. In addition, over 95% of our beer brands including Carling, the No1 selling lager in the UK, meet the five elements, including the optional elements of a responsibility message and the Drinkaware website.</p> <p>Brands already applying best practice by ensuring the 5 responsibility messages are grouped together on primary packaging include Carling Zest Citrus, Carling Zest Summer Berries, Carling Coolers, Coors Light, Cobra, Doom Bar, Carling British Cider and Molson Canadian. By the end of 2014 all brands responsibility messaging will be grouped.</p>
<p>Morrison Bowmore Distillers Ltd</p>	<p>We confirm that over 99% of the products we are selling in the UK are compliant with the pledge, showing clear unit content, NHS guidelines and warning about drinking during pregnancy, along with a Please Drink Responsibly Statement and the Drinkaware web address.</p> <p>Our products are distributed in the UK by Cellar Trends Ltd (www.cellartrends.co.uk) who are also signatories to the Government Responsibility Deal and members of Drinkaware.</p>
<p>Morrisons (Wm Morrison Supermarkets Plc)</p>	<p>All Morrisons own brand alcohol products have labels that clearly display:</p> <ul style="list-style-type: none"> • unit alcohol content • NHS guidelines • warning about drinking while pregnant • responsibility statement • drinkaware.co.uk
<p>National Association of Cider Makers</p>	<p>Successfully completed December 2012</p>
<p>Odeon Cinemas Ltd</p>	<p>ODEON is now working with a supply partner who has also committed to the Responsibility Deal. We are delivering fully on our pledge.</p>

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<p>PERNOD RICARD UK</p>	<p>Starting in 2012, PR-UK has engaged with its suppliers, both in the UK and the rest of the world, to redesign the back labels of our UK wine and spirits portfolio to incorporate all of the elements of the consumer information package. Following the exhaustion of our old labels, the new labels were then placed on the bottles and other containers and packaging in 2013.</p> <p>By the end of 2013, close to 90% of our brands were carrying the new labels, thus meeting the target set in Pledge A.1. The remaining products will carry the new labels as existing stocks are exhausted.</p>
<p>PLACES FOR PEOPLE LEISURE</p>	<p>All our products on shelf have labels with clear unit content, NHS guidelines and a warning about drinking when pregnant.</p> <p>Unit content per drink has been added to our bar tariffs with NHS guidelines and a warning about drinking when pregnant.</p> <p>We will ensure that all future products comply with these guidelines.</p>
<p>PLB Group Ltd</p>	<p>PLB has continued to work with suppliers over the last year to ensure all labels, where possible, include the responsibility box. All own label wines include the responsibility box and we will continue to work with branded suppliers to incorporate this information onto their labels. 80% or more of PLB labels now include the responsibility box.</p>
<p>Quintessential Brands UK Group Limited</p>	<p>The business continues to ensure all new labels include a clear unit content, NHS guidelines and a warning about drinking when pregnant. Current labels are reviewed regularly to ensure compliance with the Alcohol Labelling Pledge.</p>
<p>SABMiller plc; Miller Brands UK</p>	<p>Miller Brands UK continues to apply all 5 aspects of the Governments recommended alcohol responsibility messaging to all of its brands. This includes the three compulsory elements, namely i) clear unit content ii) Daily recommended drink guidelines and iii) a warning about drinking when pregnant. We also continue to display a responsibility message, such as “know your limits” and the Drinkaware web address on all our labels.</p> <p>In addition to applying the messaging to primary packaging Miller Brands continues to apply the health labelling information to our secondary packaging as well.</p> <p>We have a number of labelling experts across our various internal business functions who work closely to ensure that the Health Labelling pledge requirements are applied to all products, including new brands that enter our portfolio, as well as ensuring that our packaging complies with any other legal and regulatory requirements.</p>

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<p>Sainsbury's Supermarket Ltd</p>	<p>In line with Pledge A1, all the labelling on our own brand beers, ciders, wines and spirits includes information about unit alcohol content; the UK Government's advice for lower-risk consumption; a pregnancy warning and signposts customers to drinkaware.co.uk.</p> <p>Over the past twelve months, we have continued to roll out new own brand labelling which features the ABV prominently on the front of every bottle, in the same place, highlighted in colour and 10% larger than the minimum required by law. This new label increases consistency and raises awareness of information regarding alcohol strength. This labelling is already across our basics range of beers, wines and spirits and roll out continues across our own brand wines portfolio. Other own brand beer and spirits ranges will follow in due course.</p> <p>The roll out began in October 2012 and the new label is now on over 100 lines.</p>
<p>Scotch Whisky Association (The)</p>	<p>Activity to support delivery of the pledge is set out below.</p> <p>Ensured SWA members were fully aware of the monitoring and reporting schedule.</p> <p>Continued to impress upon members the importance of delivering this pledge and the importance of having robust plans in place to ensure their individual actions contribute towards the overall delivery of the pledge.</p>
<p>Shepherd Neame Ltd</p>	<p>Shepherd Neame already meets and exceeds the requirements of the Responsibility Deal in the labelling of its retail products. The labels of all beer bottled at our brewery include the following information: product ABV; unit content highlighted in a bottle graphic; maximum units per day, as recommended by UK Chief Medical Officers (men 3-4, women 2-3); the website address of Drinkaware, www.drinkaware.co.uk; the industry-standard warning symbol regarding drinking while pregnant; location of brewing and bottling, Shepherd Neame Ltd, Faversham, Kent, ME13 7AX, England.</p>
<p>Sheppy's Cider LTD</p>	<p>No changes have been made since last year. We are now compliant with the labelling requirements to which we signed up.</p>
<p>Southern Co-operative (The)</p>	<p>The Southern Co-operative, through our relationship with the Co-operative Retail Trading Group, has already achieved this pledge for own brand products.</p> <p>We include clear information on unit content, NHS guidelines and a drinking when pregnant warning on 100% of our own-brand alcohol products. We go beyond legal requirements and Government guidance by labelling all own-brand alcohol with an ingredient list and by making sure all products suitable for vegetarians and vegans are labelled as such. Since 2002 all own-brand alcohol products have included calorie information.</p>

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SPAR (UK) Ltd	The number of SPAR products which have Drink Responsibly, Drinkaware, Don't Drink When Pregnant symbol and Number of Units on the label has been increased by 5% to over 95%.
St. Austell Brewery Co. Ltd	We continue to comply with all elements of the pledge and displaying the Drinkaware website address. We are also including a "To be shared" message when units per serving exceed the daily allowance.
T&R Theakston Ltd	All Theakston products on shelf will be labelled with units, pregnancy information and the Chief Medical Officer's lower risk drinking guidelines by the middle of February.
Tesco PLC	All of our own brand alcohol products are labelled with clear unit content, NHS guidelines and a warning about drinking when pregnant. All of our own brand products have unit labelling on the front of the packaging as well.
Thatchers Cider	100% of our products meet the NHS labelling guidelines.
The SHS Group Drinks Division (formerly Beverage Brands)	All our brands continue to clearly display all five recommended messages, including any new product development or pack updates. In addition, we ensure this information is also featured on the outer cases, and include additional drinkaware.co.uk logos so that this may be clearly seen when cases are stacked on shelf.
Wine and Spirit Trade Association (WSTA)	<p>We continue to provide WSTA members with support and guidance on compliant labelling content, including publishing our own guidance on the labelling scheme on the WSTA website, which includes model templates to support producers with labelling requirements.</p> <p>Further to this, the WSTA discusses the scheme with new members joining the WSTA and encouraging members already displaying the three required labelling elements to go further and also include the Drinkaware website and responsibility messages on their products. We are working closely with Portman Group to ensure that member companies are aware of the pledge and what they can do to fulfil it.</p>

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<p>Treasury Wine Estates</p>	<p>Throughout 2013 100% of TWE products that were packed for Europe (most stock packed in the UK is for pan-European sale) contained four key elements of the alcohol labelling pledge:</p> <ul style="list-style-type: none"> - Alcohol unit information - Drinking while pregnant warning label - Drinkaware - Enjoy Responsibly messaging <p>Last year TWE explored significant concerns over the legal implications that the addition of the Chief Medical Officer's guidance labelling would have on our ability sell across EU and non EU markets.</p> <p>The view from some legal experts was that the Chief Medical Officer's guidance labelling would be deemed unusable in many of our European markets, and in several cases illegal - and this would have been problematic for TWE as we centrally package the bulk of our EU stock.</p> <p>However, at the beginning of 2014, following extensive due diligence, TWE took the decision to add the CMO guidance to the back labels of its key SKUs. It is anticipated that by June 2014 80% of TWE's stock in the UK market will be fully compliant with the A1 Labelling Pledge.</p>
<p>Vue Entertainment</p>	<p>As our pledge was made in December 2013, there is no further update to report at present.</p>
<p>W. H. Brakspear & Sons Ltd</p>	<p>Our beers are brewed and bottled by Marstons Brewing Company on our behalf, under a long term licence agreement.</p> <p>I am assured that Marston have maintained their pledge.</p>
<p>Wadworth</p>	<p>All packaged goods are now complaint at either artwork or production stages. Wadworth 6X cans have been reviewed by Camden BRi and the BBPA and appropriate changes made. All new bottle labels are in distribution and meet or exceed the minimum criteria outlined within the pledge.</p> <p>Process have been adopted within the business to ensure that all new products are compliant prior to launch to market.</p>
<p>Waitrose</p>	<p>Pledge completed, with all labels updated by 2013.</p>
<p>Whitbread Group PLC</p>	<p>During 2013/14 Whitbread continued working with responsible manufacturers who provide this information on bottles for our guests. Our menus state that ABV is correct at time of printing and remind guests to check bottle for current information.</p>
<p>Whyte & Mackay</p>	<p>All of our brands are now compliant with the guidelines.</p>

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Wine and Spirit Trade Association (WSTA)

We continue to provide WSTA members with support and guidance on compliant labelling content, including publishing our own guidance on the labelling scheme on the WSTA website, which includes model templates to support producers with labelling requirements.

Further to this, the WSTA discusses the scheme with new members joining the WSTA and encouraging members already displaying the three required labelling elements to go further and also include the Drinkaware website and responsibility messages on their products. We are working closely with Portman Group to ensure that member companies are aware of the pledge and what they can do to fulfil it.