

Annual Updates 2012 - 2013

Responsibility Deal Pledge:

**A2. Awareness of Alcohol Units
in the On-trade**

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“We will provide simple and consistent information in the on-trade (e.g. pubs and clubs), to raise awareness of the unit content of alcoholic drinks, and we will also explore together with health bodies how messages around drinking guidelines and the associated health harms might be communicated.”

Partner Name	Please describe how you have promoted awareness of alcohol units, NHS drinking guidelines and the associated health harms in the on-trade, over the last year.
10 International	All our labels wear the pregnant lady symbol to make the consumers aware that it is not recommended to drink alcohol during pregnancy or when trying to conceive.
Aston Manor Brewery	We have no direct business with pubs and clubs. Our on-trade business is serviced by partner wholesalers and brewers. We will continue to work with these partners to ensure that there is awareness of alcohol units, NHS drinking guidelines and associated health harms.
Bacardi Brown-Forman Brands	We continue to financially support the Drinkaware Trust as it provides consumer facing alcohol education through its activities. We have also continued, in line with this pledge, to promote responsible drinking awareness and messages into the trade eg directed at on trade retail staff.
British Beer & Pub Association	<p>BPA developed the Customer Unit Awareness materials in partnership with Drinkaware and have since made them available to our member companies and the broader industry and encouraged companies to make use of them in ways most appropriate to their business.</p> <p>BBPA has continued to support member action in this area in a number of ways. Where members have requested hard copy materials we have organised print runs of posters and other materials for distribution within their pub estates. The materials remain publicly available on our website for organisation to make use of - http://www.beerandpub.com/industry-briefings/customer-unit-awareness-campaign</p> <p>We have also developed a refreshed website presence for the campaign, implemented a regular feature in our member newsletter advertising the campaign and a standing agenda item at meetings to discuss progress. We have also been able to gain further political recognition for the campaign by liaising with the All Party Parliamentary Beer Group to get Unit Awareness posters displayed in the bars within the House of Commons.</p> <p>In order to take steps to increase the coverage of the campaign the BBPA have also worked with Sky who will be distributing a Unit Awareness poster as an insert in their Preview magazine which is distributed to all licensees who subscribe to Sky Sports in their pubs. The posters will be accompanied by a feature in the magazine about the campaign to encourage licensees to display the poster within their pub.</p>

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	<p>BCompanies have found different ways to make use of the materials and the Unit Awareness information. This has included:</p> <ul style="list-style-type: none"> - hard copies of the unit awareness posters and other materials distributed to pubs, - incorporating unit awareness messaging into a responsible drinking leaflet distributed to customers, - incorporating responsible drinking messaging into company branded materials such as drinks menus, - unit awareness incorporated into training for staff, - unit awareness messaging displayed on company and individual pub websites. <p>The BBPA Customer Unit Awareness campaign also forms the basis of a five year commitment under the European Alcohol and Health Forum. The BBPA has recently reported to the Forum on progress with the campaign since the last Forum (1 year ago) and therefore further details on BBPA and member action in progressing this campaign can be found in our report to the Forum, submitted on 28th March 2013 which can be found here - http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CDYQFjAA&url=http%3A%2F%2Fec.europa.eu%2Feahf%2FreportPdf.html%3FreportId%3D178&ei=zvh0UaGWH8rI0QWA_4C4Ag&usg=AFQ-jCNF_jP4FP4FvVXZB-hQ7OaD-KG_5MA</p>
<p>Cellar Trends Ltd</p>	<p>Working in close partnership with Drinkaware, our Brand Experiential Marketing team have taken the Drinkaware message into bars frequented by young vulnerable drinkers across 19 cities. This campaign has been described by Drinkaware as amongst the most positive actions taken by a brand owner. The campaign won an award in the Annual Drinks Business awards. The campaign is to be repeated.</p> <p>All promotional material placed on On Trade outlets carries Units of alcohol data.</p>
<p>Charles Wells Ltd</p>	<p>Our commitment is primarily focused on providing education for trade customers rather than beer drinkers and an information sheet outlining the unit content of our own beer brands is in the final stages of development for distribution to licensees of Charles Wells pubs.</p> <p>We are investigating the implications of our pledge to include unit labelling on all branded glassware as concerns have been raised as to the practicalities and safety of doing so. We want to avoid a situation that could cause problems through no fault of our own - such as a licensee serving a drink in the wrong branded glass and unwittingly providing the consumer with incorrect unit guidance. We are following up these concerns as a matter of urgency and seeking advice on best practice from other suppliers.</p>

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<p>Cider of Sweden (formerly COS Brands)</p>	<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 complete.</p>
<p>Coe Vintners</p>	<p>No update on the 2012 submission</p>
<p>Daniel Thwaites PLC</p>	<p>We continue to follow the strategy set out in March 2009 and have updated our point of sale items across the brands that are in the highest number of pubs and bars to follow the guidelines set out by Drinkaware and WLG TGB.</p> <p>We have also encouraged our Agency Brand Owners to adopt a similar policy.</p>
<p>Diageo Great Britain Limited</p>	<p>We continue to work with our customers to explore joint opportunities to communicate unit information in pubs, bars, hotels and restaurants by, for example including unit information on cocktail menus and drink lists. We have also made the BBPA '2-2-2-1' posters available for licensees to download free of charge from our customer website. In addition, we work with event organisers, where we have a significant presence, to include responsible drinking and unit information around the bars at events such as The Cheltenham Festival, Six Nations Rugby and The Johnnie Walker Golf Championship.</p>
<p>Enterprise Inns plc</p>	<p>Due to the nature of the Leased and Tenanted business model, Enterprise is unable to direct this activity within the estate. Enterprise provides all Publicans with access to information to raise awareness in this area and such material is made available free of charge. Enterprise have, in the past and will continue to, work with the BBPA and other trade/health bodies to provide simple and consistent information to our Publicans to raise awareness of the unit content of alcoholic drinks to consumers using point of sale material and other suitable media.</p>
<p>Everards Brewery Ltd</p>	<p>We continue to work with the British Beer & Pub Association (BBPA) looking at industry best practice. We do promote drink aware on consumer publicity.</p>
<p>Frederic Robinson Ltd</p>	<p>All our pump clips now have units per pint on the pumpclip in a prominent form. This has been well received by all our consumers. ABV continues to be also shown.</p>
<p>Fuller Smith and Turner PLC</p>	<p>The leaflet we described at our last update was produced and distributed to the entire Fuller's estate of public houses, 50 to each house. The web site has a copy of the leaflet which carries the NHS Guidelines and unit calculator.</p>

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Heineken UK	<p>We want to make sure that our on trade consumers are informed about the levels of alcohol they are consuming from our brands. Therefore, we met the individual commitment we made to produce 11m unit labelled branded glasses for the on trade by the end of 2011.</p> <p>In 2012, we went further than our initial commitment to produce 11m unit labelled branded glasses by providing an additional 3 million unit labelled branded glasses to our on trade customers and an additional 2.6 million branded glasses for use at events including the Olympics, the Heineken Cup and the Champions league. This means that, by the end of 2012, we had provided almost 16 million unit labelled glasses to the UK market.</p> <p>We provided our 1,300 Star Pubs & Bars Lessees with 2221 unit awareness campaign materials in 2012. We are committed to continuing to promote the uptake of the 2221 unit awareness campaign across Star Pubs and Bars and our on trade customers.</p>
J Wray & Nephew UK Ltd	<p>All our literature and PR materials featuring cocktails and serves states the number of units per drink.</p>
JD Wetherspoon PLC	<p>JD Wetherspoon continues to evaluate the best means of delivery of this pledge via point of sale material available to customers.</p> <p>We continued to support the work of the Drinkaware Trust in this area in 2012/2013 by providing visibility to the organisation on our point of sale material, till receipts and our customer magazine. Please see the specific Drinkaware pledge annual update for fuller details.</p>
Joseph Holt LTD	<p>All staff are trained in all areas of responsibility in regards to Drinkaware, NHS drinking guidelines and alcohol. All relevant promotional material, ie Portman Group, Drinkaware logo displayed in all our public houses.</p>
Marks & Spencer	<p>In M&S Deli Bars, Restaurants and Kitchens the menus contain Drinkaware branding, sensible drinking guidelines and how many units are in each of the volumes on offer.</p> <p>“Alcohol units are based on average values and portion sizes. For sensible drinking, do not regularly exceed daily units of 2-3 for women, 3-4 for men.</p> <ul style="list-style-type: none"> • Glass 175ml 2.2 units • Large Glass 250ml 3.2 units • Bottle incl Champagne 75cl 9.4 units <p>We have a selection of wines available in 125ml 1.6 units”</p> <p>In M&S Cafe we support the cross industry ‘How many units in your drink?’ campaign.</p>
Marston's PLC	<p>All Managed Houses have had either posters, tent cards or drip mats. All sites have been reminded of the importance of ‘Unit Awareness’. Salience is monitored by internal audit. Posters are displayed in head office on noticeboards and the message is incorporated into training courses for new managers.</p>

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<p>Maxxium UK Ltd</p>	<p>We supply brands to the on-trade and do not own any outlets. A key area where we promote responsible drinking and unit awareness is through mixxit – our training programme which supports our customers and, in turn, our consumers in having a better understanding of how to enjoy alcohol responsibly. During the last year, our on-trade sales force has trained over 8,000 bar staff and placed 3,795 drinks’ lists, which state number of units per serve, in bars across the UK. In addition, our teams of mixologists and ambassadors have trained over 1,000 bar staff and have talked to 30,000 consumers about alcohol unit awareness during sampling campaigns.</p>
<p>McMullen & Sons Ltd</p>	<p>Bar Price lists have been updated to include units of alcohol information. Food and drinks menus are now being produced with messages indicating units of alcohol in ‘typical’ drinks and the potential health impact of alcohol consumption . Strut cards detailing alcohol unit information were issued to all pubs and bars last year. Inevitably some of these ‘go missing’ and therefore we are re-issuing to all our pubs during the course of November 2013.</p>
<p>Midcounties Co-operative</p>	<p>At our Springvale Sports and Social Club we work alongside our breweries to communicate about health risks associated with alcohol. Linked into this we regularly have member health days held in partnership with our Pharmacy business. We have also published information in our Springvale sports and social club indicating the guideline for units per day in association with Drinkaware.</p>
<p>Mitchells & Butler plc</p>	<p>We understand we have a duty to ensure the responsible operation of all our businesses for our guests, employees and the wider community, which includes ensuring consumers, have the information they need to make informed choices when eating and drinking in our businesses. We support initiatives to build our guests’ knowledge about what they are drinking and also support anti-drink drive initiatives. As a result, the vast majority of our businesses now include unit information and ABV details on drinks menus to help promote customer awareness of responsible drinking, and a range of soft drinks are always available.</p> <p>Many of our brand websites also include links to the Drinkaware - ‘Why Not Let Good Times Go Bad’ information website.</p> <p>We are a major funder of the Drinkaware Trust and will continue to support the Trust’s work to reduce alcohol misuse and promote responsible drinking.</p>
<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>Molson Coors is a member of the British Beer and Pub Association.</p> <p>Through our investment in the BBPA, we are a supporter of their customer unit awareness campaign in the on-trade. This is in partnership with Drinkaware and supported by the Department of Health, following the trial in 2011 the campaign was rolled-out across members’ pub estates over 2012.</p>
<p>Odeon Cinemas Ltd</p>	<p>ODEON is rolling out the standard BBPA unit of communication point of sale across all the cinemas that sell alcohol.</p>
<p>Places for People Leisure (Formerly DC Leisure)</p>	<p>What we offer: Our bar tariffs now clearly display the alcohol content of all drinks. We are continuing to work with our health body partners to improve communication of information to the general public around drinking guidelines and the associated health harms.</p> <p>We are also working with our supplier on improving methods of communication relevant to the promotion of responsible drinking to our customers.</p> <p>How we monitor this: Our auditing system includes tariff and product checks, any discrepancies are acted upon.</p>

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<p>PLB Group Ltd</p>	<p>PLB's 2013 portfolio has a dedicated section to 'Sensible Drinking'. Here we have noted website details for Drinkaware, the NHS, and the Responsibility Deal website. We have also listed a simple guideline for units and calories as prescribed by Drinkaware.</p> <p>In addition PLB is always looking to add low alcohol wines to our portfolio.</p>
<p>Punch Taverns</p>	<p>We continue to provide clear and consistent information to our licensees on the unit content of alcoholic drinks by distributing the BBPA and Drinkaware posters and raise further awareness via our Punch Buying Club website, which is now regularly used by over 3,200 of our licensees. We are also active supporters of the BBPA's Customer Unit Awareness Campaign.</p> <p>Responsible retailing forms a key part of our licensee training, and in the last eighteen months over 700 Partners completed our responsible retailing training. We also provide a clear guidance on current legislation and best practice to our Partners, backed up by the support of our Risk Management Team.</p> <p>We have produced a 'Licensing Box' to help our Scottish Partners navigate the legislation specific to their region. The box contains materials ranging from incident/accident books to necessary signage relating to weights and measures.</p>
<p>Shepherd Neame Ltd</p>	<p>In conjunction with the British Beer and Pub Association, we are displaying unit awareness posters across our managed estate.</p>
<p>St.Austell Brewery Co. Ltd</p>	<p>All Information includes alcohol strength.</p>
<p>T&R Theakston Ltd</p>	<p>We include Drinkaware reference on all On trade promotional posters.</p>
<p>Treasury Wine Estates</p>	<p>All TWE bottled product packed for the UK on-trade in 2012 shows the number of UK units of alcohol per bottle. Also promotional media as well as advertising carries the 'Enjoy Responsibly' message.</p> <p>We also use 'Enjoy Responsibly messaging in internal communications.</p>
<p>Wadworth</p>	<p>Awareness has been promoted in licensee education at the brewery for every new licensee joining the business.</p> <p>Introduction of a seasonal 2.8% beer to the trade with the communication strategy around reduced units and lower alcohol consumption. Especially in respect to the post Christmas period (Small Beer).</p>
<p>Whitbread Group PLC</p>	<p>Drinks menus now include unit information for all alcoholic drinks, as well as ABV where relevant. Additionally drinks menus include the 'Please drink responsibly' message and the Government guidelines recommending that women do not regularly drink more than 2-3 units and men no more than 3-4 units daily.</p>

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We have launched lower ABV variants of Vladivar and Cockspur to the UK trade and have run online advertising for the launch of Vladivar Flavours and created POS materials which both clearly communicate the lower ABV proposition as well as the Drinkaware logo.

With our vodka serve we have been encouraging on trade outlets to develop a 'sip and savour' approach to drinking vodka, much the same way as you would with a whisky. We trialled this in Edinburgh and are now rolling it out across the UK, with the aim of getting consumers to understand the quality of the liquid and to slow down consumption in on trade. We are currently engaging consumers in bar and spending time educating them on how to enjoy vodka for its taste and quality. We are also giving them food pairing suggestions which again, further showcases that vodka can be a product to enjoy responsibly and not just as a shooter or as high consumption product.