

Annual Updates 2013 - 2014

Responsibility Deal Pledge:

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

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

“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.
Aston Manor Brewery	All of our products sold in the on trade have relevant information included in the packaging. Where we have run promotional activity through third parties, we have ensured that all literature contains the relevant information regarding units of alcohol in individual serves.
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 providing information directed at on trade retail staff.
British Beer & Pub Association	<p>BBPA developed the Customer Unit Awareness materials in partnership with Drinkaware and has been working with member companies and the wider industry to distribute the materials in a variety of ways to provide consumers with information about the number of units in popular drinks. Although the original materials designed were a poster, beer mats and tent cards for tables, companies have used a range of different ways to provide the information to consumers in the ways best suited to their business.</p> <p>BBPA has continued to promote availability of materials to members and advise on different ways to support the campaign. Alongside distributing posters directly to pubs, actions taken by member companies, some on-going from previous years include:</p> <ul style="list-style-type: none"> - Distribution of BBPA unit awareness materials in responsible retailing resource packs to licensees along with advice on ways to be a responsible business - Articles in licensee facing magazines and other publications promoting the campaign and linking to downloadable BBPA unit awareness materials - Company branded materials (such as drinks menus) incorporating unit awareness information, information on company and pub websites and unit branded glassware available in pubs

<p>British Beer & Pub Association</p>	<p>Since our previous report we have worked with Odeon Cinemas to assist them with making use of unit awareness posters in all of their venues that are licensed to serve alcohol and with the Campaign for Real Ale (CAM-RA) to make unit awareness posters available to brewers exhibiting products at the annual Great British Beer Festival held at London Olympia. We have worked with one local authority who were keen to use the unit awareness graphics as part of a local campaign. Additionally as part of our offer of assistance to the areas selected by the Home Office as Local Alcohol Action Areas we have also made unit awareness posters available and offered the graphics to LAAAs to make use of in different ways as part of any activity they undertake.</p> <p>As previously reported the BBPA Customer Unit Awareness campaign remains a five year commitment to the European Alcohol and Health Forum. The BBPA report to the Forum including further details on BBPA and member work to distribute materials can be found here https://webgate.ec.europa.eu/sanco/heidi/eahf/commitment/view/1184</p>
<p>British Institute of Innkeeping</p>	<p>BII continues to raise awareness of alcohol units, promoting low abv products. We work closely with a range of strategic partners including the BBPA to raise awareness.</p>
<p>Broadland Wineries Ltd</p>	<p>Broadland Wineries is pleased to report that as of the 31st March 2013, 91% of our branded portfolio is compliant under the Portman Group' labelling scheme, containing all 5 relevant consumer information and are working towards a target of 95% by 31st December 2013.</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 in the On and Off-Trade.</p> <p>We will continue to build on this for all new product development and alcohol marketing in the On-Trade as well as continue to support our customers to promote responsible drinking on their premises.</p>
<p>Cellar Trends Ltd</p>	<p>All posters and leaflets produced for the On Trade carry units of alcohol measurements and drinking guidelines.</p>
<p>Charles Wells Ltd</p>	<p>Our commitment to responsible retailing has been conveyed in Eagle Star, the newsletter for Charles Wells licensees. A sheet outlining the unit content of some of our key brands and a guide to understanding alcohol units and how they are calculated accompanied the magazine in late 2013 for the information of our licensees. This also generated significant media awareness of alcohol unit information.</p> <p>Having sought advice and reviewing best practice we concluded that it was impractical and irresponsible to carry unit labelling on branded glassware as there is no guarantee that the correct beer will be served in the correct glass, thus running the risk of providing inaccurate, misleading and possibly dangerous information. We are investigating the opportunities for incorporating this information into other brand assets as appropriate.</p>

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<p>Cider of Sweden (formerly COS Brands)</p>	<p>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>On-going education for the Sales & Marketing team has been put in place to cover off the importance and correct use of Drink Aware assets in the marketing and advertising of alcohol, across both trade and consumer communication.</p> <p>We have also introduced Alcohol free variants into national customers in the On Trade, including Greene King, Wetherspoons. This is supported by on - menu features to advertise the variants to customers who may be driving.</p>
<p>Daniel Thwaites PLC</p>	<p>Following the re-branding exercise, we have now included Alc Units on drip mats for specific beers which cover 65% of what we brew. These will be seen in the on-trade from July 2014.</p>
<p>Diageo Great Britain Limited</p>	<p>All of our Guinness and Red Stripe pint glasses supplied to thousands of pubs and bars up and down the country have the unit content printed on the glass.</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 worked with BarSupermarket.com to make the BBPA “2-2-2-1” unit posters available for licensees to download free of charge on their website which has around 5,000 visitors per month. 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>

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Drinkaware	<p>Drinkaware has worked in partnership with the British Beer and Pub Association (BBPA), the trade association for UK pubs, to develop a campaign to communicate alcohol units in pubs. Drinkaware research shows that, whilst over 80 per cent of UK drinkers have heard of alcohol units, only about 25 per cent can correctly identify how many units there are in a given serving of a drink (http://www.drinkaware.co.uk/__data/assets/pdf_file/0016/50470/Established-adult-drinking-patterns.pdf).</p> <p>The purpose of this campaign is to help people understand how many units are contained in the commonest servings of different alcoholic drinks. Consumer research carried out during campaign development showed that the public would be receptive to receiving information about units that would allow them to make informed choices - but would reject any attempt to tell them what they can drink. Hence, the messaging was developed to be simple and factual.</p> <p>A graphic has been developed showing units for the commonest serving sizes and alcohol contents of beer, wine and spirits - a pint of 4 per cent beer (2 units); a 330 ml bottle of 5 per cent premium lager (2 units); a 175ml glass of 13 per cent alcohol wine (2 units) and a 25 ml measure of 40 per cent spirit (one unit). The Chief Medical Officers sensible drinking advice is shown alongside this 2/2/2/1 logo. The design is sufficiently versatile to be used on many of the different communication materials used in pubs (e.g. beer mats, posters, menus etc.). The campaign has been piloted in about 100 pubs across the UK and is now being rolled out more widely across the UK by the BBPA's member companies.</p>
Empire Cinemas Ltd	<p>Our Customer communications highlight the units included within each drink and the recommend maximum daily intake for male and females. This was not introduced in 2013 as planned but will be available in Q2 2014.</p>

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<p>Enotria Winecellars Limited</p>	<p>This year we have developed our customer training programme to include a section on responsible drinking, encouraging their staff to serve wine responsibly with an aim to sell smaller quantities of higher quality wines by the glass or carafe. We also provide the Drinkaware unit/calorie counter at all of our sessions.</p> <p>We include a section in our wine list handbook that shows our customers innovative ways in which to educate their customers on units in wine and we require the Drinkaware logo to be included on all wine lists we produce.</p> <p>Following trends in the market for lighter styles of alcohol, we have been promoting all wines in our price list that are below 12% abv. We have also developed our offering for lighter wines from Germany.</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. Unit information is included on our bottled beers.</p>
<p>Frederic Robinson Ltd</p>	<p>We continue to put units of alcohol on ALL pump clips including seasonal beers.</p>
<p>Fuller Smith and Turner PLC</p>	<p>Fuller's produced its own point-of-sale leaflets detailing unit information and Drinkaware responsible drinking messages. These were circulated to Fuller's pubs in early 2012 fifty to each tenanted and managed house. We have in March 2014 updated the leaflet and a further 50 have been sent in holders for public display across our entire estate.</p>
<p>Heineken UK</p>	<p>Further to our 2013 update, we can report that by the end of 2013, we had provided almost 20 million unit labelled glasses to the UK market. We provided our 1,200 Star Pubs & Bars Lessees with a Responsible Retailing Pack in 2013, which highlighted that consumers want clear information on the alcoholic content of their drinks. Each pack contained copies of the "221" unit awareness campaign materials to display in their pubs.</p>

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JD Wetherspoon PLC	<p>The company is actively exploring providing the alcohol units of all its drinks on its drinks menu in the same way it provides calorie information for all its food items although no firm date has been set for implementation at this stage.</p> <p>The company customer website contains links to the Drinkaware website where customers can gain additional information regarding safe and responsible consumption of alcohol.</p> <p>All point of sale promotional material includes the Drinkaware logo.</p>
Joseph Holt LTD	n/a
JW Lees & Co (Brewers) Ltd	125ml wine glasses made available on all wine lists. Tap water is available in all houses free of charge. ABV of all wines, beers and spirits are pre printed on all lists and menus. Drink awareness posters are displayed in house. Drink awareness logo will be used on any other promotional material where required.
Marks & Spencer	All alcohol sold in our hospitality formats (Cafes, Hot Food on the Move and Deli Counters) carry labelling providing information on alcohol units, sensible drinking guidelines, a pregnancy warning and the Drinkaware branding.
Marston's PLC	All managed, franchise and retail agreement pubs (1000) have had either posters, tent cards or drip mats. All sites have been reminded of the importance of 'Unit Awareness'. Compliance is audited by internal and external audits. Posters are displayed in head office on noticeboards and the message is incorporated into training courses for new managers. We have worked with Drinkaware to sit consumer POS in our Scottish pubs that raises awareness of units in alcoholic drinks. Our tenanted estate, whilst being businesses run by our tenants receive similar encouragement.
Maxxium UK Ltd	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 10,000 bar staff and created in excess of 3,000 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 4,000 bar staff and we have talked to 54,000 consumers about alcohol unit awareness during sampling campaigns.
McMullen & Sons Ltd	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 in November 2013 and will be re-issued again later this year.
Midcounties Co-operative	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 guidelines for units per day in association with Drinkaware.

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<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 not directly involved in the retail of alcohol but we are passionate about doing everything we can through our customers and the trade bodies we work with to support the responsible consumption of alcohol.</p> <p>Through Molson Coors membership of the British Beer and Pub Association, we support their customer unit awareness campaign in the on-trade. This is a partnership with Drinkaware and supported by the Department of Health.</p> <p>All Molson Coors pre-packaged beers and ciders are unit marked.</p> <p>Molson Coors is a strategic partner of Best Bar None, an award scheme which promotes the responsible management and operation of licensed premises in the on-trade.</p> <p>Molson Coors works in partnership with The Portman Group and the Department of Health in the development of the Local Alcohol Action Areas initiative.</p>
<p>Odeon Cinemas Ltd</p>	<p>We have successfully rolled out the standard BBPA communication of units point of sale to all cinemas who serve alcohol. We are currently producing an information leaflet detailing ABV and unit content for individual sale items, which will be available to Guests on request by the end of May 2014.</p>
<p>Places for People Leisure (Formerly DC Leisure)</p>	<p>We are continuing our current policies and procedures.</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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PLB Group Ltd	PLB's 2014 portfolio includes a section on 'Sensible Drinking'. This is designed to offer clear advice on alcohol units and calories to our whole-sale customers. It also recommends the Drinkaware and NHS websites as sources where our customers can access more information on these topics alongside more general health advice.
Punch Taverns	<p>We continue to provide clear and consistent information to our Partners (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 regularly used by over 3,200 of our licensees. We are also still active supporters of the BBPA's Customer Unit Awareness Campaign.</p> <p>We have recently updated a "Risk Management Pack" to help our Partners navigate the legislation specific to their region. The pack contains materials ranging from incident/accident books to necessary signage relating to weights and measures. This pack is now sent to all new Partners before the launch of their new business and is also available to all of our existing Partners on request.</p>
Shepherd Neame Ltd	<p>We are widening our efforts to ensure there is a strong awareness of alcohol units in our on-trade establishments. Firstly, we have re-issued the British Beer and Pub Association's unit awareness posters to our managed estate. We are also introducing unit awareness drip mats and post-card-sized PoS material for our managed and tenanted estates, as well as our free trade customers. Our managed estate will have unit counts added to their price lists via the EPOS system. A pro-forma PDF price list featuring the ABV and unit count of our most popular SKUs will also be made available to tenanted houses.</p> <p>We are also adding the units of our most SKUs to the brand pages of our website www.shepherdneame.co.uk.</p>
St.Austell Brewery Co. Ltd	We continue working with Drinkaware with promotional posters and in any promotion run by St Austell Brewery, there is always a non alcoholic alternative.
T&R Theakston Ltd	Theakstons' single outlet has unit awareness information on display and the company also ensures that we include the abv on the pump clip of all of their beers.
Treasury Wine Estates	<p>All TWE bottled product packed for the UK in 2013, and thus far in 2014, is over 99% compliant, showing the number of UK units of alcohol per bottle (N.B. a tiny percentage of our super premium wines from smaller wineries cannot be guaranteed to have this information, due to it being aged stock, bottled several years before the labelling pledge was introduced).</p> <p>This is also the case for the "pregnancy warning" pictogram.</p>

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<p>University of Sheffield</p>	<p>We have ensured that all of our alcoholic products on sale have clear information on the unit content and the abv % of each individual product.</p> <p>This information is displayed on the bar tariff. It is our intention to also display posters and table talkers at relevant points in and around the Edge and Ridge bars. It is also our intention to have this completed by September 2014.</p> <p>This pledge will increase our customers' awareness and understanding of alcohol content and units in alcoholic drinks, helping them to make informed choices about when and how much they drink.</p>
<p>W.H. Brakspear & Sons Ltd</p>	<p>Bottle labelling</p>
<p>Wadworth</p>	<p>Unit of alcohol awareness in the on trade has been promoted through working with third party brand owners at the point of purchase as well as communication to new tenants and managers regarding the responsibility deal pledges.</p> <p>In addition the Wadworth 6X flagship brand has been reduced in abv from 4.3% to 4.1% which has provided the opportunity to talk to the trade and consumers about the reduction in units of alcohol in the product and the overall responsibility deal pledge.</p> <p>All wine labels taken into the business are compliant for labelling regulations and outline the units of alcohol per bottle and glass to further increase awareness</p>
<p>Whitbread Group PLC</p>	<p>Our drinks menus 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>
<p>Whyte & Mackay</p>	<p>We support and co-fund the Scottish Government Alcohol Industry Partnership which is a body that works with the Scottish Government to find solutions to support and promote responsible drinking and consumption messages.</p>
<p>Worcestershire County Council</p>	<p>Organisational changes within Worcestershire County Council mean that the Strategic Alcohol Group has been replaced by the Alcohol Action Group.</p> <p>The Worcestershire Health and Well-being Board have four key priorities, including Alcohol. There is a specific Alcohol Plan and an Action Group, which brings together key partners to focus on delivering the plan. The Countywide plan has three main aims:</p> <p>A. Empowering individuals to take responsibility for their own and their families' drinking habits;</p>

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**Worcestershire
County Council**

B. Creating a community environment where sensible drinking is the norm;

C. Improving treatment and rehabilitation services.

The Worcester Business Improvement Development team is in the initial stages of establishing an approach to applying for Purple Flag status; this is supported by the Worcestershire Alcohol Action Group.

There are Street Pastor Schemes running in Worcester City, Wyre Forest and Bromsgrove, these are supported by the Community Safety Partnerships and have impacted on the Night Time economy as violent crime continues to fall. Across Worcestershire there has been a 23% reduction in alcohol related crimes against the previous 3 year average.

A proposal for a campaign to tackle parental supply was developed in conjunction with the North Worcestershire Community Safety Partnership, however this has not been taken forward as yet due to resource issues.