

## **Annual Updates 2013 - 2014**

### **Responsibility Deal Pledge:**

**A3. Awareness of Alcohol Units,  
Calories and other information  
in the Off-trade**

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**‘We will provide simple and consistent information as appropriate in the off-trade (supermarkets and off-licences) as well as other marketing channels (e.g. in-store magazines), to raise awareness of the units, calorie content of alcoholic drinks, NHS lower-risk drinking guidelines, and the health harms associated with exceeding the guidelines.’**

<b>Partner name:</b>	<b>Please describe how you have promoted awareness of alcohol units, calorie content, NHS drinking guidelines and the associated health harms in the off-trade, over the last year.</b>
<b>Aldi Stores Ltd</b>	<p>Our advertising materials for alcohol carry information to promote responsible drinking including the Drinkaware logo, NHS guidelines, unit information and a warning about drinking when pregnant.</p> <p>Responsible drinking information is included on our weekly specials leaflet and company website whenever we advertise alcohol.</p>
<b>Aston Manor Brewery</b>	We have ensured during the past 12 months that any marketing activity relating to the off trade has contained information around alcoholic units, NHS drinking guidelines and the health harms associated with exceeding guidelines. . NACM (National Association of Cider Makers, of which we are members) are currently reviewing the position on labelling the calorie content of cider products.
<b>Brand Phoenix Limited</b>	All of our products, full strength and low alcohol, clearly state the units per bottle and the NHS Drinking guidelines on units. Additionally all our low alcohol wines advise that these wines have 30% less calories than our full strength wines.
<b>British Beer &amp; Pub Association</b>	The BBPA has been supporting members in working towards labelling products with unit content, the Chief Medical Officers’ drinking guidelines and health in pregnancy guidance as reported under pledge A1. Additionally we have been assisting with monitoring this pledge in partnership with the Portman Group. As over 90% of packaged beer sales are through the off-trade this will contribute to awareness of unit and other health information in the off-trade.
<b>Cellar Trends Ltd</b>	All packaging contains alcoholic units and NHS guidelines including pregnancy warnings.

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<p><b>Cider of Sweden (formerly COS Brands)</b></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"> <li>• Clear statement of alcohol unit content</li> <li>• Chief Medical Officer's Guideline</li> <li>• Pregnancy Warning</li> <li>• Drink Aware logo</li> </ul> <p>On-going education for the Sales &amp; 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 Off trade, including Tesco, Sainsbury's, Asda and Morrisons.</p>
<p><b>Co-operative Group (The)</b></p>	<p>The Co-operative Group is committed to providing its customers, members and staff with the information they need to make informed choices about their consumption of alcohol. We do this using a variety of channels and mechanisms. These include information in our 2,786 stores, customer magazines, membership magazines, intranet and internet.</p> <p>The Co-operative Group provides simple and consistent information on the labels of all our own-brand beer, wine, cider and spirits products about the calorie content of drinks in addition to the information on units and NHS drinking guidelines.</p> <p>Calorie content has been included on our own brand wine since 2002. Further detail about our progress in achieving this pledge will be reported in The Co-operative Group 'Sustainability Report' in Summer 2014. A full copy of this report will be placed on our website at <a href="http://www.co-operative.coop/corporate/sustainability/">http://www.co-operative.coop/corporate/sustainability/</a></p>
<p><b>Copestick Murray</b></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><b>Daniel Thwaites PLC</b></p>	<p>With the exception of calorie content, all other information is either located on the back of our bottle labels or on the side of our cans.</p>

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<b>Diageo Great Britain Limited</b>	We continue to work with our customers to explore joint opportunities to communicate unit information in stores. We have worked with BarSupermarket.com to make the WSTA "2-2-2-1" unit materials available for licensees to download free of charge on their website which has around 5,000 visitors per month.
<b>Direct Wine Holdings Ltd</b>	<p>Staff awareness</p> <p>We have continued with our promotion of responsible drinking both to our staff and customers. All new members of staff are provided with materials which deal with responsible drinking. Our in-house Education Team has developed a bespoke presentation which is given as part of new staff induction which focuses on social responsibility. This covers the minimum age to purchase alcohol, BAC limits, maximum recommended daily/weekly limits for men and women and why such recommendations are made. All staff are encouraged to study WSET level 2 and beyond and these courses are now being offered to our local customers to extend the reach of these courses and awareness of responsible drinking.</p> <p>Customer awareness</p> <p>We have the "responsibility grid" on all of our own brand wine labels detailing units and CMO warnings. We have a hyperlink to the drinkaware.com website on every page within our Group's websites and on all our outgoing emails. Our websites also list the percentage of alcohol and the number of units in each bottle of wine. Our catalogue (sent to customers by post and available at our stores) carries the drinkaware.com logo and also includes the 'responsibility grid'. We offer wine tasting events as well as wine courses to our customers at Foundation, Intermediate and Advanced level, all of which contain responsible drinking sections. Our retail shops display unit information.</p>

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<b>Drinkaware</b>	<p>Drinkaware has worked in partnership with the Wine and Spirit Trade Association (WSTA) to develop a campaign to communicate alcohol units in the off trade. Drinkaware research shows that, whilst over 80% of UK drinkers have heard of alcohol units, only about 25% can correctly identify how many units there are in a given serving of a drink (<a href="http://www.drinkaware.co.uk/__data/assets/pdf_file/0016/50470/Established-adult-drinking-patterns.pdf">http://www.drinkaware.co.uk/__data/assets/pdf_file/0016/50470/Established-adult-drinking-patterns.pdf</a>).</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. A graphic has been developed showing units for the commonest serving sizes and alcohol contents of beer, wine and spirits - a 440ml can 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 shops (e.g. shelf barkers, posters, wine carriers etc.).</p>
<b>Everards Brewery Ltd</b>	We direct people to the Drinkaware website ( <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a> ) to gain an understanding of responsible drinking. We use this web address on appropriate point of sale (such as collector cards).
<b>Freixenet UK Ltd</b>	Remains unchanged
<b>Hatch Mansfield</b>	We promote Drinkaware on our published material and are working with our wine suppliers to reduce the levels of alcohol in our wines.
<b>Heineken UK</b>	We continue to provide clear unit labelling on over 99% of all cans or bottles, as well as working closely with our retail partners to provide unit information in stores as required. All of our promotional materials contain the Drinkaware logo.
<b>Lidl</b>	We continue with our ethos to ensure the promotion of responsible drinking. In addition to over 80% of our alcoholic products showing unit content, NHS guidelines and a warning about drinking when pregnant, our leaflets and website also contain responsible drinking information. Both our leaflets and website carry the <a href="http://Drinkaware.co.uk">Drinkaware.co.uk</a> for the facts message.

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#### Majestic Wine Warehouse Ltd

We continue to promote responsible drinking to both our staff and customers.

Staff awareness: It is essential that the ethos of responsible retailing is endorsed and understood by all our employees. All staff members have Drinkaware calculators and they have access to the Drinkaware website via the Majestic Intranet. All new members of staff are given our retail management training discovery folder when they start which contains a section on enjoying alcohol responsibly and a units calculator. They are also sent alcohol awareness literature, including the Drinkaware calculator. All members of staff study the WSET level 3 which includes a section on social responsibility. This covers the minimum age to purchase alcohol, BAC limits and reasons for having them, recommended daily/weekly limits for men and women and why such recommendations are made.

Customer awareness: The Majestic website includes information on responsible drinking, unit information, our commitments and work with industry bodies, the Drinkaware logo and a link to the Drinkaware website. <http://www.majestic.co.uk/About/Responsibility>

All our emails to customers (we send 1 million emails per month) contain the Drinkaware logo and website. As requested by Drinkaware in January 2014, we removed the WLG TGB logo from our emails as Drinkaware has ended this campaign.

Our seasonal wine guide Grape to Glass and all promotional flyers continue to include the Drinkaware website/logo, the NHS drinking guidelines and unit information plus the pregnancy warning.

Our price lists and online product listings all include the ABV %. Customers can also search for wines online by ABV %, enabling them to find lower alcohol wines easily and quickly.

Majestic are members of Drinkaware and will continue to support campaigns where appropriate. We have annual meetings and are in regular contact with Drinkaware (contact is Matthew Bates).

As detailed in Pledge A1, most of our products now have the preferred label. This gives consumers immediate access to NHS drinking guidelines and unit information, and are alerted to the pregnancy warning.

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<b>Marks &amp; Spencer</b>	<p>M&amp;S advises our customers about sensible drinking through a diverse range of channels.</p> <p>We have comprehensive information available online at <a href="http://health.marksand-spencer.com/healthy-eating/alcohol">http://health.marksand-spencer.com/healthy-eating/alcohol</a>. This covers NHS sensible drinking guidelines; a unit calculator; effects of drinking too much including calories and weight gain as well as other serious damage to your health and personal life; tips for staying within safe drinking limits; and a responsible drinking video.</p> <p>In stores, 95% of our products are labelled with sensible drinking guidelines, and we display shelf edge signage supporting the cross industry. How many units in your drink? campaign. These posters give examples of typical drinks and the number of units they contain.</p> <p>We are also an active supporter of Drinkaware and direct our customers to seek more information on alcohol from the Drinkaware website through a number of channels: labels on our alcohol products; the M&amp;S website; marketing and promotion materials; and in stores.</p>
<b>Marston's PLC</b>	<p>We ensure continued compliance on pack is met.</p>
<b>Maxxium UK Ltd</b>	<p>We supply brands to the off-trade and do not own any stores. We continue to participate in cocktail features within retailer and wholesalers magazines under our mixxit banner – a training programme which supports our customers and, in turn, our consumers in having a better understanding of how to enjoy alcohol responsibly. All featured recipes included number of units per drink and website addresses for both mixxit and Drinkaware.</p> <p>To keep number of units “front of mind” with our staff, we have featured Drinkaware stories on the front page of our intranet site, highlighting their campaigns, as well as issuing Drinkaware unit measuring cups.</p>

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<p><b>Midcounties Co-operative</b></p>	<p>The Midcounties Co-operative (working with Co-operative Retail Trading Group) is committed to providing its customers, members and staff with the information they need to make informed choices about their consumption of alcohol. We do this using a variety of channels and mechanisms. Through Co-operative Retail Trading Group (CRTG) we provide simple and consistent information on the labels of all own brand beer, wine, cider and spirits products about the calorie content of drinks in addition to the information on units and NHS drinking guidelines.</p> <p>Calorie content has been included on our own brand wine since 2002. Further detail about our progress in achieving this pledge through CRTG is provided in The Co-operative Group's 'Sustainability Report'. A full copy of this report can be found on the following website at <a href="http://www.co-operative.coop/corporate/sustainability/">http://www.co-operative.coop/corporate/sustainability/</a></p>
<p><b>Molson Coors Brewing Company (UK) Ltd</b></p>	<p>Molson Coors is fully committed to support our off trade customers ensure consumers make informed decisions about responsible drinking. All Molson Coors packaged brand labelling includes the 3 elements that comprise the labelling scheme including - alcohol units, chief medical officer's guidelines and pregnancy warning. This applies to primary and secondary packaging. Our leading brands including Carling, Coors Light and Cobra meet the 5 elements on primary packaging. Calorie content is included on all Carling Can primary packaging.</p>
<p><b>Morrisons Supermarkets Plc</b></p>	<p>Our policy on the responsible sale and promotion of alcohol was refreshed last year and reinforces our commitment to raising customer awareness. This includes providing:</p> <ul style="list-style-type: none"> <li>• clear information on product labels (for example units and NHS guidelines)</li> <li>• details of Drinkaware on relevant products, advertising, in-store signage, and certain pages of the Morrisons website</li> <li>• guidance in our customer magazine to help customers keep track of their alcohol consumption (e.g. unit content and calorie content of standard alcohol measures, such as a glass of wine or pint of beer)</li> </ul> <p>In 2013/14 Morrisons teamed up with the British Liver Trust to promote the national awareness campaign "Love Your Liver". This included in-store and online marketing. We also hosted a roadshow in our car parks, which gave people the opportunity to have a free liver health check. Overall the 2014 roadshow saw and scanned more people than ever before and found 21% of people needed to be referred to their GP for further tests.</p>
<p><b>PLB Group Ltd</b></p>	<p>PLB's 2014 portfolio includes a section on 'Sensible Drinking'. This is designed to offer clear advice on alcohol units and calories to our wholesale 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.</p> <p>The PLB website has a link to the Drinkaware website.</p>



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<p><b>Sainsbury's Supermarket Ltd</b></p>	<p>We continue to raise awareness of responsible alcohol consumption through a range of different mediums including our website, in-store literature and through product labelling. We are committed to ensuring we provide our customers with the information they require to make responsible choices.</p> <p>As part of our work to be the best retailer for food and health, and to lead on the provision of clear and consistent labelling, this year we have introduced calorie labelling on our own brand alcoholic products. This has initially been rolled out across 20 of our own brand wines, and will be extended to all own brand alcoholic products, including wine, beer, cider and spirits. The information is being presented both per 100ml and per serving. Research we undertook when this change was launched indicated that 85% of those asked did not know how many calories are in a glass of wine, and two thirds wanted to see calorie labelling on alcohol.</p>
<p><b>Sainsbury's Supermarket Ltd</b></p>	<p>We again held a lighter drinking event in stores in January, to help encourage customers to try lighter alcohol products. The event consisted of point of sale material, as well as a "Coupon @ Till" campaign to encourage customers to try lighter alcohol products. We printed 70,000 coupons and saw a 4% increase in sales during the seven week campaign period.</p> <p>We have also started a trial in a number of our stores to explore whether we can make the responsible drinking guidelines a more permanent feature of our displays. Currently our displays comprise shelf edge labels and barkers that can be damaged through wear and tear. By incorporating the information in a more permanent way we may be able to further normalise the messaging, and mitigate against the risk of information being missing due to damage. The trial is ongoing.</p> <p>Our pharmacists continue to raise awareness of alcohol units when talking to customers about alcohol consumption. This includes use of the Drinkaware unit wheels, as well as the online Drinkaware unit calculator.</p>
<p><b>Shepherd Neame Ltd</b></p>	<p>As members of the BBPA, we are signed-up to the voluntary labelling requirements. The labels of our bottled beer provide clear information on each product's alcohol units and the maximum units per day, as recommended by UK Chief Medical Officers: men 3-4, women 2-3. This information is consistent across all the products we bottle. We support the principle of calorie disclosure and continue to review this both individually and in conjunction with the BBPA.</p>
<p><b>Southern Co-operative (The)</b></p>	<p>The Southern Co-operative (TSC) is committed to providing our colleagues, members and customers with the information they need to make informed choices about their consumption of alcohol. This includes information communicated through various channels in our 200 plus food stores, such as product labelling, signage, TV screens and our member magazine, as well as through our intranet and internet.</p> <p>All recipes in our member magazine include calorie/fat/saturates/sugar/salt content and a % guideline daily amount. The Summer 2013 edition included an article which amongst other topics encouraged people to "be more active and eat seasonally" The Winter 2013 edition included a short article about the benefits of exercising all year round.</p>

## Responsibility Deal Alcohol Pledges

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<p><b>Southern Co-operative (The)</b></p>	<p>Our internal magazine for colleagues has featured articles on a 14mile Dorset Walk for Wildlife, the Great South Run which a team of TSC 24 colleagues entered and our sponsorship of the Create &amp; Cook Competition, which gives budding young cooks the opportunity to create their own menus inspired by the healthy produce grown and produced locally.</p> <p>In those stores which have TV screens, we have promoted healthy eating messages in line with local activity around the Government's Change4life campaign.</p> <p>In March 2014 we launched our new Sustainability Plan "Making a Difference". This has three main pillars protecting our environment; sharing our success with others and supporting our communities. The latter pillar includes a commitment to making healthy and sustainable living easier for our colleagues, members and customers. Delivering our PHRD pledges underpins this commitment and we will be looking at creating more opportunities to educate and incentivise colleagues, members and customers on healthy and active living.</p>
<p><b>SPAR (UK) Ltd</b></p>	<p>SPAR UK feel strongly about communicating and promoting responsible drinking to the communities in which we serve and have worked closely with Drinkaware to ensure that we fully maximise any opportunities to do so. Not only have we supported Drinkaware overall but have also supported their two main campaigns "Why let good times go bad?" aimed at teenagers and young adults as well as "Excuses" aimed at older adults, through a range of marketing activities. One of the main beneficial educational tools has been the introduction of their Unit Calculator, making people more aware of what they actually consume. We have featured this continually on our website since it's re-launch in November 2013 and will continue to do so.</p>
<p><b>St.Austell Brewery Co. Ltd</b></p>	<p>Allergen information is included now in the labels and all drinking guidelines, warnings and unit information are displayed in all bottled and canned products. This also applies to products for the export market.</p>
<p><b>T&amp;R Theakston Ltd</b></p>	<p>All Theakston products on shelf will be labelled with units by the middle of February and these are available through the off-trade.</p>
<p><b>Tesco PLC</b></p>	<p>We have continued to use several channels to ensure that we raise awareness of alcohol units and calorie content. These include the Tesco Magazine (<a href="http://www.tescomagazine.com">http://www.tescomagazine.com</a>), the Tesco wine club magazine and our websites. We have a link to mydrinkaware embedded in our Wine Club website (<a href="http://www.tesco.com/wine/">http://www.tesco.com/wine/</a>) and displayed on promotional alcohol stacks in our larger format stores.</p>
<p><b>Treasury Wine Estates</b></p>	<p>At the time of writing, information outlining the number of units present per bottle is printed on the back label of over 99% of our UK packed stock (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><b>W.H. Brakspear &amp; Sons Ltd</b></p>	<p>As per our A1 labelling pledge we benefit from the compliance management resource at Marstons PLC.</p>

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<b>Waitrose</b>	<p>All of our own label beers, wines and spirits carry the Department of Health drinking guidance to help our customers make informed choices.</p> <p>We also offer clear and simple advice online at: <a href="http://www.waitrose.co.uk/drink/drink-ingandyou">www.waitrose.co.uk/drink/drink-ingandyou</a>.</p> <p>We are working with our spirits suppliers, and through our customer-facing publications, to communicate responsible serves, and recipes with relatively low alcohol per serve.</p> <p>We include calories and kilojoules on our own label wine products, in addition to our Food Information for Consumers Requirements for other categories.</p>
<b>Whyte &amp; Mackay</b>	<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>
<b>Wine and Spirit Trade Association (WSTA)</b>	<p>The WSTA continues to support our major retailer members in ensuring that “2221” units information is displayed in store. Many of our members are displaying the unit’s information on permanent fixtures in store where little additional support is required. Information about the “2221” campaign is made available on the home page of our website and we continue to provide advice, guidance and design support to WSTA members about using the campaign materials. We continue to promote the “2221” campaign through our website and in newsletter updates to members.</p>
<b>Wines of Interest</b>	<p>We have continued to promote our free information leaflet on alcohol units and calories and placed an online version of this information on our website here <a href="http://www.winesofinterest.co.uk/alcohol-units-calories.html">http://www.winesofinterest.co.uk/alcohol-units-calories.html</a></p> <p>We have also signed up for the initiative from Suffolk Police in Ipswich called Reducing The Strength - a scheme designed to remove all high strength beers, lagers and ciders from sale in off licences in the town. Press coverage here <a href="http://www.eadt.co.uk/news/ipswich_trailblazing_campaign_launched_to_banish_cheap_super_strength_alcohol_1_1527846">http://www.eadt.co.uk/news/ipswich_trailblazing_campaign_launched_to_banish_cheap_super_strength_alcohol_1_1527846</a></p> <p>There seems to be some doubt as to whether or not this scheme breaches competition laws, but the moaners seem focussed only on whether or not it impedes their ability to make profits on the back of selling high-strength - low-price products rather than understanding the goal of reforming problem drinking which this scheme is designed to tackle - and which seems to be working.</p> <p>Our company message of “don’t drink more: drink better” continues to be promoted whenever possible</p>