

[REDACTED]

Sent: 30 November 2012 11:19

To: Alcohol Consultation
[REDACTED]

Subject: ALCOHOL STRATEGY - DISPLAY OF ALCOHOL

Dear Sir/Madam,

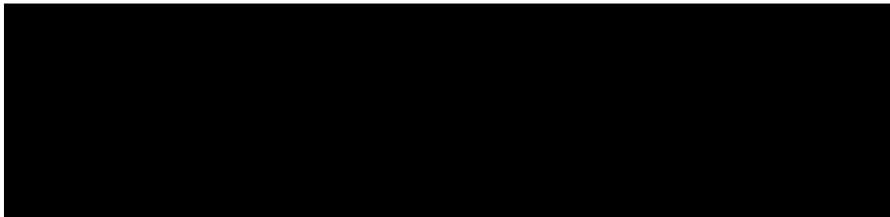
[REDACTED] and I have [REDACTED]
specialising in Spirits and Wine [REDACTED] I worked for Canadean
Limited who have reputation with FMCG companies for providing specialist
business information by conducting detailed industry and consumer research,
supported by insightful value-added analysis. [REDACTED]

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

have been about any supermarket in the United Kingdom.



A few months later, I received a letter from the Portman Group informing me that they had decided to drop the Merchandising Section of the Code.

As there was not and still isn't any legislation regarding merchandising in retail stores, this allows Supermarket chains to display alcohol outside the main alcoholic drinks section and not show that the products are specifically marketed as alcoholic or identified as being for sale to adults only, especially as it is normal for a store to be entirely licensed (ie when you walk into a supermarket, actually the whole store is an off-licence).

At the same time, Tobacco products have to be entirely hidden from view in large stores and supermarkets.

In my local Tesco supermarket this week there are 11 displays of alcohol outside the main alcohol aisles with NO 'under 25 or unit signs'. In the store entrance there was a large display of well known spirits brands together with toilet paper, again with NO 'under 25 or unit signs'. This was changed a few days ago to a display of wine, again with no signs relating to 'under 25 or units.'

In my local Morrisons supermarket there was only one 'under 25 sign' in the

main alcohol aisles and this was hidden by boxes of beer.

Both Morrisons and Sainsburys are currently retailing boxes of beer in till areas (no signs).

It is normal for all Supermarket stores to place 'under 25 signs' in the main alcohol aisles together with alcohol brands, however, in a very high percentage of cases, as I have shown, these signs are not placed with alcohol displays outside the main alcohol aisles even when they are placed next to products such as Corn Flakes, Children's Sweets and Toilet Paper. Such practices fuel the acceptability of alcohol in society, reinforcing the notion that alcohol is a normal and desirable part of our culture, rather than an intoxicating and potentially harmful drug.

Until recently, most supermarket stores were also displaying pharmaceutical products such as Nurofen and Paracetamol in the main alcohol aisles, usually with leading Vodka and Scotch Whisky brands.

However, I personally have been able to stop this practice. Although, the Manager of my local Tesco store insists that they are able to continue with this practice as there is no legislation.

These situations are common and countrywide and due entirely to the Portman Group withdrawing the Merchandising Section of its Code of Practice in 2003 a few months after my complaints about supermarkets were upheld.

Even though Mr Lansley, when Minister of Health, asked supermarket chains twice to voluntarily withdraw alcohol displays from store entrances, only Asda

agreed to do this. All others, and Tesco are the main culprit, put profit before responsibility. Tesco have also held 'beer tastings' in their store entrances on a Sunday morning.

Since the Portman Group dropped the Merchandising section of their Code Of Practice, the British Retail Consortium also produced a Code, including 'Display' but their members have ignored the Code and will only adhere to the Licensing Act, which of course does not include 'Display'. Complaints could not be made to the BRC about members not adhering to the Code.

I believe that the Government MUST urgently add a section regarding 'display of alcohol' to the Licensing Act especially as Tobacco products are now hidden from view in supermarkets. Alternatively the Portman Group should re-introduce a revised and strengthened Merchandising section to their Code (I assume that this could virtually happen overnight).

I also believe that as a ban on tobacco displays has come into force in England as ministers promised it would help curb the number of young people taking up smoking, it is surely COMMON SENSE to take some kind of action regarding the 'display of alcohol' in large stores and supermarkets, as similarly, it would help curb the number of young people taking up drinking.

In addition, 70% of respondents to an Alcohol Concern survey of 1,000 shoppers in 2010 expressed support for alcohol displayed in stores to be restricted to a single area of the premises.

I look forward to hearing from you.

Regards

