

# Responsible Selling & Serving

- Practical guidance:
  - Information, signage, cooperation
- Prevention of sales to minors
- Communication:
  - Display, labelling, advertising
- Prevention of sales to people already intoxicated:
  - In-store promotions, signage, community partnership
- Product placement
- Consumer information
- Compliance

# The UK Context

- Differing approaches across the devolved administrations: regulation to voluntary agreement
- Alcohol Bill (Scotland) passed
- Industry support for Drinkaware, Campaign for Smarter Drinking and Change4Life
- Community alcohol partnerships

# Retailer Response

- Challenge 25
- Test purchasing
- “Night time sales curfew” in town centre stores
- £1m social action fund
- Responsible drinking features in ASDA Magazine
- No sales below cost of duty plus VAT
- Banned “% extra free” alcohol packs
- Own brand labelling

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