

Annual Updates 2012 - 2013

Responsibility Deal Pledge:

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

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Pledge A3. Awareness of Alcohol Units, Calories & other information in the Off-trade

“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.”

Partner name:	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.
10 International	All our wines sold to the off trade are labelled with the calculated alcohol units to promote the NHS drinking guidelines.
Aldi Stores Ltd	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. Responsible drinking information is included on our weekly specials leaflet and company website whenever we advertise alcohol.
ASDA	100% of our own-label beer, wine, spirits, cider, RTD and fortified wines/sherry product labels now include unit information, NHS drinking guidelines and pregnancy warnings. We provide information to our customers on units, NHS drinking guidelines, drinking when pregnant warnings and other alcohol-related health information through our Asda Magazine, our website and in-store materials. We use the standardised format developed by the Portman Group. In the course of 2013 we will continue to develop point of sale, social media, website and Asda Magazine features on alcohol and health.
Aston Manor Brewery	Where we are involved in any marketing activity directed at the off-trade we will ensure that there is appropriate messaging around the areas of the 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.
Brand Phoenix Limited	We already have UK units and NHS Drinking guidelines on all our light wines and 5.5% products and additionally we now advise on all our 5.5% products that these wines have 30% less calories than our regular wines.
British Beer & Pub Association	As the brewing sector has committed to labelling its products with unit content, the Chief Medical Officer's drinking guidelines and health in pregnancy guidance, the BBPA's role has been to support members in working towards this goal and assisting with monitoring this pledge in partnership with the Portman Group as reported under pledge A1. Over 90% of packaged beer sales are through the off-trade
Buckingham Schenk	We have ensured that all our branded labels from 2012 clearly demonstrate unit content, NHS guidelines where space allows and warning of drinking when pregnant.

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<p>Cellar Trends Ltd</p>	<p>All Off Trade labels contain units of alcohol information.</p>
<p>Central England Co-operative (formerly Midlands Co-operative)</p>	<p>Midlands Co-operative Society 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 food stores, in-store magazines, membership magazines, intranet and internet. The Co-operative Group provides simple and consistent information on the labels of all own our brand beer, wine, cider and spirits products about the calorie content of drinks in addition to the information on units and NHS drinking guidelines. 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 June 2013. A full copy of this report will be placed on the Co-operative Group's website at http://www.co-operative.coop/corporate/sustainability/</p> <p>Midlands Co-operative Society will continue to review whether there is more that we can do to raise awareness of units and responsible drinking guidelines in accordance with The Co-operative Group.</p>
<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>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>

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<p>Concha y Toro UK Ltd</p>	<p>We ensure alcohol unit, NHS guidelines and the Drinkaware website are clearly featured on over 80% by volume of our wines available on shelf in the Off Trade in the UK. Where we supply either artwork or finished point of sale we ensure it carries the Drinkaware logo or the relevant customer's version of it.</p>
<p>Co-operative Group (The)</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 2,820 stores, customer magazines, membership magazines, intranet and internet. The Co-operative Group provides simple and consistent information on the labels of all own our brand beer, wine, cider and spirits products about the calorie content of drinks in addition to the information on units and NHS drinking guidelines. 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 June 2013. A full copy of this report will be placed on our website at http://www.co-operative.coop/corporate/sustainability/</p>
<p>Daniel Thwaites PLC</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>
<p>Diageo Great Britain Limited</p>	<p>We continue to work with our customers to explore joint opportunities to communicate unit information in stores and over the last 12 months, our Sales Teams have distributed 5000 items of unit awareness POS (point of sale) to thousands of convenience stores throughout the country.</p>

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<p>Direct Wine Holdings Ltd</p>	<p>We aim to promote 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 3 and beyond and we have received recognition for the work we do in this area having been awarded the WSET Educator of the Year award in 2010 and 2012. Normally the Educator of the Year Award is awarded to a company but this year (2013) judges decided to recognise an individual who had made the biggest impact in wine education. The award was made to Len Sexon our Wines Education Manager and another individual (from another company).</p> <p>Customer awareness</p> <p>We have a hyperlink to the Drinkaware website on every page within our website and on all our outgoing emails. Our website also lists the percentage of alcohol and the number of units in each bottle of wine. Our catalogue carries the Drinkaware logo as well as including a "Responsibility Grid" detailing CMO warnings. We offer wine courses to our customers at Foundation, Intermediate and Advanced level all of which contain social responsibility sections. Our retail shops display unit information.</p> <p>Our websites list the percentage of alcohol and number of units contained in each bottle of wine.</p>
<p>Everards Brewery Ltd</p>	<p>We direct people to the Drinkaware website (www.drinkaware.co.uk) to gain an understanding of responsible drinking. We use this web address on appropriate point of sale (such as collector cards) and also on our own website at www.everards.co.uk/about/responsible drinking</p>
<p>Freixenet UK Ltd</p>	<p>UK advertising carries the Drinkaware logo</p>
<p>Hatch Mansfield</p>	<p>We provide units of alcohol on over 80% of our wines sold in the Off Trade.</p>

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<p>Heineken UK</p>	<p>While we do not own any off-trade retail outlets, HEINEKEN has committed to fully support our customers to meet this pledge. In addition to finding innovative ways to partner with our customers to promote alcohol education, HEINEKEN provides clear unit labelling on over 95% of all cans or bottles. This labelling includes the Chief Medical Officer's guidance on alcohol consumption, a warning about drinking when pregnant and unit information, along with Drinkaware details.</p> <p>HEINEKEN's Star Retailer programme was launched in 2012 with the aim of helping convenience retailers by providing simple and actionable retailing principles. We included Responsible Retailing as part of the programme by providing 4,000 Star Retailers with Unit Awareness PoS packs, including posters and shelf barkers, with a briefing on how retailers can play their part in helping tackle alcohol misuse through education and encouraging individual responsibility.</p>
<p>J Wray & Nephew UK Ltd</p>	<p>Back labels state number of units per bottle and where neck collars are used, these also state number of units per serve.</p>
<p>Joseph Holt LTD</p>	<p>Alcohol units clearly displayed on all bottle products. Drinkaware information displayed on all products.</p>
<p>Lidl</p>	<p>Lidl UK GmbH remain firmly committed to the promotion of responsible drinking by the use of POS materials within our stores, such as the placement of THINK 25 messages since 2011 (and THINK 21 before that) and also the UK Chief Medical Officers / drinkaware.co.uk "How Many Units in Your Drink?" campaign posters that were launched last year.</p> <p>We further ensure that we keep ourselves informed of any industry and / or public authority driven campaigns through our membership with the Retail of Alcohol Standards Group (RASG) and attendance at Lower Alcohol Working Group meetings.</p>

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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 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 a drinks calculator which is provided by Drinkaware. 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. In late 2012, we purchased and re-issued Drinkaware calculators to every member of staff and wrote a piece in the weekly Staff Memo. All members of staff have access to the Drinkaware website on the Majestic Intranet.

Customer awareness: In early 2012, the Majestic website was updated and now 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 WLG TGB Logo and Drinkaware website.

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 product listings online 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, we are changing the back labels on products, so consumers have immediate access to NHS drinking guidelines and unit information, and are alerted to the pregnancy warning.

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<p>Marks & Spencer</p>	<p>M&S advises our customers about sensible drinking through a diverse range of channels.</p> <ul style="list-style-type: none"> • We have comprehensive information available online at http://health.marksandspencer.com/healthy-eating/alcohol . 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. • 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. • 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&S website; marketing and promotion materials; and in stores.
<p>Marston's PLC</p>	<p>We ensure continued compliance on pack is met.</p>
<p>Maxxium UK Ltd</p>	<p>We supply brands to the off-trade and do not own any stores. We have participated in cocktail features within retailer and wholesalers magazines under our mixxit banner – our 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. 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 and 'Your kids and alcohol' leaflets.</p>
<p>Midcounties Co-operative</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 our brand beer, wine, cider and spirits products about the calorie content of drinks in addition to the information on units and NHS drinking guidelines. Calorie content has been included on our own brand wine since 2002. Further detail about our progress in achieving this pledge through CRTG will be reported in The Co-operative Group's 'Sustainability Report' in June 2013. A full copy of this report will be placed on the following website at http://www.co-operative.coop/corporate/sustainability/</p>

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<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>As an alcohol producer and the largest brewer of beer in the country, Molson Coors sees its role here in the provision of information labelling on our beer brands in the off trade.</p> <p>To that effect, over 95% of our beer brands now on shelf meet the 3 requirements of clear unit content, drinking when pregnant and NHS guidelines.</p> <p>Regarding our beers' calorie content, in 2012, this information was featured on our Carling (the UK's best-selling lager), Coors Light and Animee beers only.</p> <p>This still equates to around 80% of the beer brands we sell in the UK off trade.</p>
<p>Morrisons Supermarkets Plc</p>	<p>We have refreshed our policy on the responsible sale and promotion of alcohol, which reinforces our commitment to raising customer awareness. This includes providing:</p> <ul style="list-style-type: none"> • clear information on product labels (for example units and NHS guidelines); • details of Drinkaware on relevant products, advertising, web pages and in-store signage; • 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).
<p>PLB Group Ltd</p>	<p>PLB's 2013 portfolio has a dedicated section to 'Sensible Drinking' where the NHS, Drinkaware and Responsibility Deal websites are listed along with advice on units.</p> <p>The PLB website displays a link to the Drinkaware website.</p>
<p>SA Brain and Company Ltd</p>	<p>All our take home packs remain fully compliant. We also direct consumers to Drinkaware via labelling and web links.</p>

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<p>Sainsbury's Supermarket Ltd</p>	<p>We have continued to raise awareness of the Department of Health and Drinkaware supported 2-2-2-1 alcohol unit campaign, with promotional point of sale now visible in all our stores.</p> <p>We 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, a coupon @ till campaign of vouchers to help encourage customers to try lighter alcohol products, plus features on our website and our in-store customer magazine Live Well for Less. The event drove an increase of 87% in our lighter alcohol lines year on year.</p> <p>We have also trained our pharmacists to use the Drinkaware alcohol unit wheels. Our pharmacists use the wheels to explain to customers about alcohol units and to give them advice when needed. Our pharmacists also give out the unit wheels to customers where available.</p>
<p>Shepherd Neame Ltd</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 alcohol units and 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>Southern Co-operative (The)</p>	<p>We are committed to providing our customers, members and colleagues, with clear, simple and transparent information regarding alcohol consumption and other relevant health issues (e.g. calorie content has been included on our own brand wine since 2002). In our food stores we use communication channels such as our member magazine, the internet and in store TV screens to communicate relevant messages, helping our customers make more informed decisions about the products they buy. Information to our colleagues is communicated through our in house magazine - Scoop. We also plan to incorporate our responsibility deal commitments into our business sustainability strategy which is currently under development. This will be communicated to our colleagues and other stakeholders later this year.</p>
<p>SPAR (UK) Ltd</p>	<p>Over the summer SPAR UK ran a why Let Good Times Go Bad Campaign in line with the five year £100 million industry campaign. Support through shelf barkers and SPAR live radio and linking Drinkaware and responsible drinking through the SPAR website supported this campaign. This was run again in the autumn targeting at home drinks, age group 35-44, with the Excuses Campaign including SPAR Live radio, POS and a link to MYDrinkaware on the SPAR website. All alcohol related adverts include reference to drinking responsibly stating; Over eighteens only. Please enjoy responsibly. For the facts - click drinkaware.co.uk.</p>

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St.Austell Brewery Co. Ltd	<p>Other alcohol information - Allogen Information.</p> <p>Outlets providing unit information - 100%</p> <p>Outlets providing pregnancy information- 100%</p> <p>Outlets providing other alcohol related health information- 100%</p> <p>Only sell to responsible retailers.</p>
T&R Theakston Ltd	<p>We are still considering best options for inclusion and expect to have resolved them by the end of the year.</p>
Tesco PLC	<p>We have used several channels to ensure that we raise awareness of alcohol units and calorie content. These include the Tesco Magazine (http://www.tescomagazine.com/), the Tesco wine club magazine and our websites. We have a link to mydrinkaware embedded in our Wine Club website: http://www.tesco.com/wine/.</p>
Treasury Wine Estates	<p>All TWE product packed for the UK off-trade in 2012 shows the number of UK units of alcohol. This is expressed per bottle or per standard glass for bag-in-box. Promotional media as well as advertising carries the 'Enjoy Responsibly' message.</p>
W.H. Brakspear & Sons Ltd	<p>As per our A1 labelling pledge we benefit from the compliance management resource at Marstons PLC</p>
Waitrose	<p>All of our own label beers, wines and spirits now carry the Department of Health drinking guidance to help our customers make informed choices. We provide information in our weekly publication - Waitrose Weekend - to encourage customers to enjoy alcohol responsibly. We also include articles in our internal magazine - The Waitrose Chronicle - to encourage our partners (employees) to drink responsibly. This includes featuring non-alcoholic alternatives and using the Drinkaware logo on articles referring to alcohol. We also offer clear and simple advice online at: www.waitrose.co.uk/drink/drinkingandyou.</p> <p>2013 update: www.waitrose.co.uk/drink/drinkingandyou includes 'Drinking guidelines' and 'Useful Information about alcohol' sections</p>
Whyte & Mackay	<p>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.</p>

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**Wine and Spirit
Trade Association
(WSTA)**

Pledge A1 had helped ensure that unit information, NHS drinking guidelines and drinking when pregnant warnings are now on thousands of product labels across the UK.

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.

Wines of Interest

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 <http://www.winesofinterest.co.uk/alcohol-units-calories.html>

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 http://www.eadt.co.uk/news/ipswich_trail-blazing_campaign_launched_to_banish_cheap_super_strength_alcohol_1_1527846

Our company message of "don't drink more: drink better" continues to be promoted whenever possible