

Annual Updates - 2013 - 2014

Responsibility Deal Pledge:

A6. Advertising and Marketing

A6. Advertising & Marketing Alcohol

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“We commit to further action on advertising and marketing, namely the development of a new sponsorship code requiring the promotion of responsible drinking, not putting alcohol adverts on outdoor poster sites within 100m of schools and adhering to the Drinkaware brand guidelines to ensure clear and consistent usage.”

Partner name:	Please describe what are you have done over the last year to ensure that your products are marketed responsibly.	Do you use the Drinkaware logo?	Are you signed up to the Portman Group Code?	Please describe the process you have in place to ensure your company does not advertise alcohol on poster sites within 100m of schools.
AB InBev UK	<p>AB InBev UK was actively involved in the development of the Portman Group’s new Sponsorship Code, which launched in January 2014. This new Code sets a binding commitment on drinks producers to promote responsible drinking at high profile sponsored events and we are committed to complying fully with this new commitment.</p> <p>We also remain committed to ensuring none of our adverts are shown on posters within 100 metres of schools in line with CAP guidance, and continue to be fully compliant with Drinkaware brand guidelines across all our products and marketing communications.</p>	Yes	Yes, AB InBev UK is signed up to the Code of Practice on the Responsible Naming, Packaging and Promotion of Alcoholic Drinks. We are also committed to the Portman Group’s new Alcohol Sponsorship Code.	Our marketing and media buying agencies are made aware of our commitment not to advertise alcohol on poster sites within 100m of schools and ensure that none of our advertisements appear on these sites.

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<p>Accolade Wines</p>	<p>Core to our business strategy is the responsible marketing of our portfolio of wines and other alcohol beverages. In the UK, we adhere to the CAP and BCAP advertising codes. We are always pleased to be consulted during any review of marketing codes in relation to alcohol beverages.</p> <p>We have not received any complaints about our UK marketing activities in 2013.</p>	<p>Accolade is committed to displaying the Drinkaware logo and website address on the label of our products. Within the UK, it is Accolade's standard practice to display the Drinkaware logo on all of its consumer facing marketing materials, including above the line advertising, point of sale materials, websites and social media content. In 2014 we will be able to further increase Drinkaware brand awareness through responsible drinking activity integrated into our cricket sponsorship.</p>	<p>We are signatories to The Portman Group Code on the naming, packaging and promotion of alcohol beverages and have adopted their newly created sponsorship code.</p>	<p>Working alongside our advertising and media-buying agencies we ensure that no outdoor advertising appears within 100m of schools.</p>
<p>Advertising Association</p>	<p>As part of our commitment to responsible alcohol advertising, we facilitate inter-industry discussion with our members which include the Outdoor Media Centre - the OMC regularly checks compliance of outdoor ads with its self-regulatory rule that alcohol ads will not be placed within 100 metres of schools.</p> <p>For the second year running, the Cinema Advertising Association is publishing a compliance survey on its website on alcohol advertising compliance on cinema screens http://www.cinemaadvertisingassociation.co.uk/alcohol.php</p>			<p>Our member, the Outdoor Media Centre, which signed the Pledge and committed to promote amongst its members not to carry alcohol ads on static outdoor sites within 100m of schools, is now carrying out regular inspections to ensure compliance. See Outdoor Media Centre Pledge.</p>
<p>Aldi Stores Ltd</p>	<p>We adhere to the Drinkaware guidelines to ensure clear and consistent marketing of alcohol products. We display the Wine and Spirit Trade Association (WSTA) unit information, Drinkaware website and pregnancy warning when advertising alcohol on our company website.</p>	<p>Yes</p>	<p>ALDI is currently working towards the Portman Group Best Practise Guidelines across its portfolio.</p>	<p>Our Advertising and Merchandising Committees are responsible for ensuring that we do not advertise alcohol on outdoor posters within 100m of schools in the UK and Ireland. All of our outdoor advertising is cognisant of the site location and product mix.</p>

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<p>ASDA</p>	<p>We are fully compliant with Drinkaware guidelines and the latest edition of the Portman Group's Code of Practice, launched in May, which sets the standard for responsible alcohol marketing.</p> <p>We operate a ban on cross merchandising of alcohol and products that appeal to children, or selling hangover remedies with alcohol.</p> <p>We have increased our food-matching marketing, including with articles and advertising in the Asda Magazine.</p> <p>We use the Drinkaware logo on our website and advertising.</p> <p>We work closely with the Retail of Alcohol Standards Group to ensure we are following best practice.</p>	<p>Yes, we use the Drinkaware logo on our website and advertising and we include the website address on our BWS labelling.</p>	<p>Yes</p>	<p>Our ban on advertising alcohol on poster sites within 100m of schools is built into our internal processes and briefed to our external agencies.</p>
<p>Aston Manor Brewery</p>	<p>We have completely transformed the marketing of our largest brand. We have put in place new age gating processes on all our social media and we have worked to ensure that any sponsorship activity is within the boundaries of the new Portman Group code regarding sponsorship. All of our marketing communication clearly adheres to all Drinkaware guidelines to ensure clear communication.</p> <p>We have in the last 12 months taken the decision to cease the x% extra free promotional activity on our higher strength products and this is a significant reduction across a large volume of product most notably Frost Jack 2 litre + 50% extra free.</p>	<p>Yes</p>	<p>Yes</p>	<p>Where we have utilised poster campaigns we have instructed the media company to ensure these are not placed within 100 m of schools.</p>
<p>Bacardi Brown-For-man Brands</p>	<p>Our advertising and marketing continues to comply with the relevant UK codes. We provide ongoing training to marketers and agencies to promote their understanding of and compliance with these codes. We supported the Portman Group's work on the sponsorship code which took effect in 2014.</p>	<p>Yes</p>	<p>Yes</p>	

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<p>Beam Suntory (formerly Beam Global Spirits & Wine)</p>	<p>We continue to ensure sales & marketing activities are compliant with our own Marketing Code, as well as other Codes we are signatory to (Scotch Whisky Association Code for Responsible Marketing & Promotion and The Portman Group Code). Maxxium UK delivers comprehensive training on our codes to its staff.</p> <p>Most recently, we are a signatory, along with 12 other global producers to 5 Commitments (10 actions) covering:</p> <p>Reducing Underage Drinking.</p> <p>Strengthening Marketing Codes.</p> <p>Providing consumer information & responsible product innovation.</p> <p>Reducing drinking & driving</p> <p>Enlisting retailer engagement to reduce harmful drinking.</p> <p>These will cover ALL markets where we sell our products. Work on delivering these commitments is already underway including the production of Global Digital Marketing Principles.</p> <p>Care is also taken to ensure that the packing on our products is compliant with all industry codes. Where changes need to be applied, they are discussed with a range of stakeholders.</p>	<p>Yes - the drinkaware.co.uk logo has appeared on 99% of our products.</p>	<p>Yes</p>	<p>Although we are not a user of this medium, our Sales & Distribution company, who is responsible for media placement, have Sales & Marketing Guidelines which has this requirement incorporated. It is communicated in all relevant staff training.</p>
<p>Bibendum Wine Ltd</p>	<p>Bibendum Wine Limited promotes both internally and externally a culture of responsible drinking. The Bibendum Marketing team has worked with customers to encourage the removal the 250ml serving from On trade Premises. Responsible use of alcoholic beverages is also a part of our training program that Bibendum offers both to customers and employees.</p>	<p>Yes</p>	<p>Yes</p>	<p>Bibendum wine Limited does not do any above the line advertising.</p>
<p>Booker Group plc</p>	<p>Colleagues responsible for labelling and point of sale materials are fully cognisant of the Drinkaware guidelines and Portman code and ensure that they are applied on all occasions.</p>	<p>Yes</p>	<p>Yes</p>	<p>Booker does not advertise on any poster sites.</p>

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<p>British Beer & Pub Association</p>	<p>A number of BBPA members are also members of the Portman Group and BBPA signposts all members to the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks to ensure that packaging for beer brands is compliant. Additionally all television or other forms of advertising are regulated by the Advertising Standards Authority and there is widespread acceptance and understanding of the guidelines within which companies must operate when marketing and advertising products.</p> <p>The BBPA contributed to the Portman Group work to develop their code of practice on alcohol sponsorship, which came into force in January 2014. We have also publicised it to members to ensure that they are aware of the need to comply with the relevant guidelines and actively demonstrate social responsibility and community support as part of any kind of major sponsorship.</p> <p>The BBPA has also published a collection of best practice examples from members highlighting how responsibility messages can be communicated to consumers through sponsorship of sporting events. This is available on the website here http://www.beerandpub.com/industry-briefings/the-perfect-match?from_search=1</p>	<p>The Drinkaware strap line and website address is at the bottom of every page on the BBPA website.</p>	<p>Yes</p>	<p>N/A as we do not produce alcoholic drinks.</p>
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British Institute of Inn-keeping	BII does not condone irresponsible drinks promotions at all, and would not allow anyone to continue their membership with our organisation if they were found to be running such promotions. For the on-trade, we would define irresponsible drinks promotions as selling alcohol for anything less than 50p per unit.	Displayed on the BII website		
Broadland Wineries Ltd	<p>We continue to follow the guidelines to ensure that all products supplied by our company are marketed responsibly. To that end we are pleased to report that we have consistently applied all best practice guidelines set out by the Portman Group, CAP and BCAP and continue to improve and develop these best practice guidelines for all Alcohol related Marketing we do as a company in the UK and internationally.</p> <p>As members of the WSTA we continue to maintain close links with industry bodies and review our policies and ratification on a regular basis.</p> <p>We are pleased to report that we have not received any complaints or challenges about our Marketing activities prior to March 2014.</p>	Yes		All Broadland Wineries Marketing activity is strictly controlled and monitored by the Marketing Team. Currently all advertising is produced and distributed using in house resources and therefore location and positioning is strictly instructed and checked.
C&C Group plc	<p>We continue to advertise and promote our brands responsibly, in line with the Portman Group code. We have received no complaints over the last 12 months.</p> <p>We ensure that our marketing professionals and agencies are trained in the responsible marketing code and the code is adhered to.</p> <p>We also launched a lower alcohol version, 2.8% ABV of our leading lager brand, Tennents. This new variant received high levels of advertising support and was our lead product for communication over the last 12 months.</p>	Yes	Yes	Our media buying agencies are briefed to ensure we do not advertise within 100 m of schools. This is part of a contractual agreement with the media agencies. We have had no recent infringements.

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<p>Carlsberg UK Ltd.</p>	<p>Carlsberg UK has its own marketing code which both incorporates the agreed industry codes; CAP, BCAP, Portman Group etc. but in addition goes over and above the requirements.</p> <p>Carlsberg Group has a worldwide advertising and marketing policy which ensures that social responsibility is a fundamental part of the creative development process and is built into campaigns at their inception. The guidelines cover: social responsibility and moderate consumption, health and safety (this includes operating machinery or vehicles after consuming alcohol and undertaking potentially hazardous activities), children and young people (this includes never targeting minors, never including anyone who appears to be under the age of 25 in marketing communication, never undertaking experiential activity, including sponsorship, where more than 30% of the audience are known to be minors and never associating with celebrities who have particular appeal to minors.</p> <p>In early 2013, Carlsberg UK became the first major company to receive training on the new Portman Group Code where all members of the marketing team and several within the broader commercial team, received training on the new code. for more information please visit our 'engaged with society' CSR website - engagedwithsociety.co.uk</p>	<p>The Drinkaware logo is used on all packaging, marketing materials and UK web-sites.</p>	<p>Carlsberg UK is a full member of The Portman Group and has played a full role in the continued development of the new Portman Group code.</p>	
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Cellar Trends Ltd	All advertising carries a responsible drinking message.	Yes	Yes	Our media agencies are briefed accordingly
Charles Wells Ltd	To ensure compliance, we continue to engage with and seek guidance from the Portman Group as appropriate when developing brand communications and promotions.	Yes	Yes	When outdoor advertising was commissioned last year, our agency brief laid down specific restrictions on the placing of adverts with a representative audit held to ensure compliance.
Cider of Sweden (formerly COS Brands)	<p>INTERNALLY: Sales and Marketing teams have been educated on the guidelines applicable to advertising alcohol both in trade and consumer communications. This included the responsible-drinking code which was based on Government advice.</p> <p>EXTERNALLY: All partner agencies; both new and existing have been briefed on the Responsible Drinking Code, ASA guidelines, Government guidelines and Portman Group guidelines. Adhering to all of these codes and guidelines has been stipulated as a Key Performance Indicator for each agency.</p> <p>Agencies include: Media Buying, Creative, PR, BTL and Design.</p>	Yes	Yes	This responsibility is made clear to our media agency who are responsible for purchasing Outdoor media sites. We regularly review this prior to final sign off of media investment.
Co-operative Group (The)	A document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of alcoholic products. The document includes a direct link to the Drinkaware website to ensure that the latest guidance is followed.	Yes	Yes	A document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of all alcoholic products.
Copestick Murray	Any advertising undertaken by Copestick Murray on our own brands includes the Drinkaware website details.	No, but we use the Drinkaware website	No	We do not advertise on posters.

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<p>Daniel Thwaites PLC</p>	<p>Any advertising in trade publications or consumer advertising in our licensed premises or in regional, national or social media complies with the Portman Group regulations and Drinkaware guidelines and the Drinkaware logo is used where we can.</p> <p>We also comply with all guidelines of alcohol marketing regarding sponsorship, particularly related to sport.</p>	<p>Yes</p>	<p>Yes</p>	<p>We have not booked any poster sites this year.</p>
<p>Diageo Great Britain Limited</p>	<p>We train all our marketers and relevant agencies in 'The Diageo Marketing Code', and have an electronic approval process for all marketing and promotional activity which ensures that the Drinkaware guidelines and all relevant advertising codes are strictly adhered to. During 2013, we have also trained all relevant personnel in the new 5th Edition of The Portman Group Code. As a Portman Group council member, we have worked with the Portman Group, over the past 18 months, to develop and launch a new voluntary Sponsorship Code for England & Wales based on the code already existing and working in Scotland; developed by the Scottish Government Alcohol Industry Partnership. We will continue to not place alcohol adverts on outdoor poster sites within 100m of school gates. We achieve this by working closely with the individual media owners who enforce this regulation through the following procedures.</p> <ul style="list-style-type: none"> - All panels are assessed in distance to a list of school postcodes provided by the OMC @ 100m. - The distance is measured to a postcode on the media owners mapping system so where exactly these centres will be different for every example, a geocoded postcode delivers a point that tends to be in the middle of the road the postcode represents. 	<p>Yes</p>	<p>Yes</p>	<p>See above</p>

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	- This is rechecked on an annual basis. Any panels that fall within 100m (or 150m in JC De-cauxu2019s case) are blacklisted and prohibited from being used for certain categories or campaigns with unsuitable creative. (which includes all Diageo advertising material).			
Direct Wine Holdings Ltd	Direct Wines does not target underage drinkers with our marketing and advertising. It is our policy that our wine labels and printed catalogues include a "Drink Responsibility Box" setting out limits for men and women. Our marketing team assesses all marketing materials to ensure they comply with the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks as well as the CAP code for marketing communications for alcoholic drinks. We continue to promote responsible drinking on social media platforms such as Facebook, Twitter and our blogs, for example by retweeting Drinkaware's tweets and ensuring that our Facebook and Twitter pages are only visible to over 18s.	We display a hyperlink to the Drinkaware website on every page of our websites and on our external emails as well as including the logo on the back label of a number of our wines and on all our printed marketing material.	Both Laithwaite's Wine and Averys of Bristol are signatories to the Portman Group Code. Our marketing teams across the Group assess all marketing materials to ensure they comply with the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.	We do not conduct any outdoor poster advertising.
E&J Gallo Winery (formerly Gallo Vineyard Inc)	E. & J. Gallo Winery adheres to the Code of Advertising Standards established by the Wine Institute in the U.S. when promoting and marketing its products. For further details on these guidelines please visit www.wineinstitute.org .			
Erdington Group, The	We have continued to give brand team's guidance on the code and to ensure that any new recruits to Erdington's sales, marketing or sales and marketing support teams, receive training on the code.	Yes	Yes	Our UK distributor, Maxxium UK, has this instruction built into guidance notes for its sales & marketing personnel.
Empire Cinemas Ltd	We did not run any promotions on alcohol during 2013. It is not discounted.	Yes on our pricing information.		We don't advertise alcohol, away from our retail counters or outside of the cinemas.

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Enotria Wine-cellarers Limited	We do not place advertising within 100m of schools and adhere to the Drinkaware brand guidelines regarding clear and consistent usage. We continue to ensure all of the literature and training we produce for our customers such as wine lists and promotional flyers promote responsible drinking and does not target underage drinkers.	Yes. We are a registered sponsor of Drinkaware.	We are not signed up to the Portman Group Code but we follow their guidelines with regard to our pledges.	Enotria does not advertise on posters so we can guarantee that none of our advertisements will be within 100m of schools.
Enterprise Inns plc	Enterprise continues to make use of the Drinkaware logo and is fully signed up to the Portman Group Code. In addition to this ongoing activity Enterprise ensures all marketing material is assessed for suitability to feature the Drinkaware brand and signed off by the Marketing Department.	Yes	Yes	N/A
Everards Brewery Ltd	We already comply with Drinkaware guidelines and do not use outdoor advertising. If this changes in the future, we will adhere to the pledge.	Yes	Yes	We do not participate in outdoor advertising currently.
First Drinks Brands Ltd	We continue to adhere to all the relevant codes applicable in our industry, including Portman Group guidance, a ban on irresponsible promotions, and full compliance to the separate Scottish legislation. We produce an internal Marketing Code booklet which is issued to all Marketing Agencies working on our behalf, so they understand the high standards of compliance we expect of them.	Yes	Yes	Media Agency (Global Village Communications) pre-vets sites for suitability, and media owners understand that sites are excluded from media buying which could be risk sites for a young audience; we have not had notice of any concerns over how we market our Brands, or about the audience reached, and we remain confident that our Marketing is of the standard of integrity that our Board expect.
Frederic Robinson Ltd	We do not carry out any irresponsible marketing. We do very little advertising of our beers.	Yes	Yes	We do not advertise on Poster sites, with the exception of the poster site close to the brewery that promotes our Visitor Centre. It is more than 100m from the local school.
Freixenet UK Ltd	Remains unchanged	Yes	Yes	No poster advertising is used
Fuller Smith and Turner PLC	We continue to comply as per our original pledge	Yes	Yes	All media space is sourced from reputable media owners who have in turn signed up to the ASA code and whose responsibility it is to ensure our advertising is not placed within a 100 metres of a school.
Global Brands Ltd	We continue to review the Advertising and Marketing activity of all our alcoholic products taking into account our commitment to deliver on the pledge contained in A6. Advertising and Marketing Alcohol.	Yes	Yes	All advertising is reviewed prior to execution in line with our commitment to deliver on the Pledge A6.

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<p>H. Weston & Sons Ltd</p>	<p>We have reformulated one of our key brands to reduce the ABV by 0.5% & 2.3% (over a number of different SKU's) and this has effectively taken over 2 million units of alcohol from the market.</p> <p>Westons has a policy of ensuring that the Drinkaware and enjoy responsibly logos are included in all our consumer communication. We work closely with Drinkaware. We do not promote the misuse of alcohol and will always encourage responsible consumption. We comply with Portman Group code and ensure that all activity is checked and signed off by the Portman Group, ASA and The Institute of Sales Promotion.</p> <p>We have a number of sponsorship properties where we encourage attendees to drink responsibly on all consumer communications.</p>	<p>Yes</p>	<p>Yes</p>	<p>We have an internal artworking team, that prepare and create all our POS materials and they ensure that the Drinkaware logo is placed on the creation of all materials. Additionally we have formed a long standing relationship with our media buyers who are fully conversed with the Portman regulations regarding proximity advertising, they work with media providers to ensure that these are enforced.</p>
<p>Halewood International Limited</p>	<p>The business is compliant with pledge A6. The business adheres to the Drinkaware brand guidelines. Further, the business is a signatory to The Portman Group Code, including the new sponsorship code. The business arranged training for relevant members of staff and external agencies in February 2014, delivered by The Portman Group. The business, which sponsors The Grand National horse race through its Crabie's brand, engaged with The Portman Group in relation to its sponsorship activity prior to it being finalised.</p>	<p>Yes</p>	<p>Yes</p>	<p>We have instructed our media buying agency not to use poster sites on our behalf for alcoholic beverages which are within 100m of schools.</p>
<p>Heineken UK</p>	<p>In 2013 we launched our own Responsible Marketing Policy which sets the standard across all of our marketing activity from social media to in trade activation. This ensures all our activity is fully compliant with industry best practice guidelines such as the Portman Group. As part of the launch of the Responsible Marketing Policy, we rolled out training to all colleagues affected including our sales force, brand teams and external agencies working on our behalf. We continue to work closely with the Portman Group to ensure that our marketing teams and their agencies are trained not just in the letter but also the spirit of the code.</p>	<p>Yes, as well as providing core funding to Drinkaware we use our marketing, packaging and sponsorship to raise awareness and drive traffic to Drinkaware.co.uk, delivering a high value of in kind support. In 2013 our in-kind media support for Drinkaware was valued at almost £36.5m, the highest in-kind media support of any industry partner.</p>	<p>Yes, as a founding member of the Portman Group, HEINEKEN is fully compliant with the Portman Group code of practice for all of our advertisements and their new sponsorship code which was introduced on 31 January 2014.</p>	<p>As reported in 2013, we continue to work with our media buyers to ensure that no outdoor poster sites for our brands are within 200m of our schools, double the target we agreed when signing the Responsibility Deal.</p> <p>I've attached pledge A7 as it includes the longer updates from BBN and CAP. As well as the text for the individual update required for pledge Ai6 - continued support for BBN.</p>

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<p>Iceland Foods Ltd</p>	<p>Iceland does not sell Iceland Own Label Alcohol.</p> <ul style="list-style-type: none"> - All of Iceland's advertisements continue to be designed and published in accordance with CAP/BCAP Codes. - Iceland does not promote nor does it intend to promote alcoholic products within our TV advertisement campaigns. - On occasions we place a limited 1-2 page spread featuring alcohol in our Christmas magazine which is available in stores from mid-November to the end of December. This material is verified by our legal team to ensure it complies with Advertising Codes. - Alcohol is sometimes promoted via our on-line sales site. 	<p>No</p>	<p>TBC</p>	<p>We do not advertise alcohol products on Iceland window posters either within store or externally and therefore there are never posters advertising alcohol within 100m of Schools.</p>
<p>Inver House Distillers Ltd</p>	<p>Inver House Distillers follow the guidelines defined by the SWA code of practice for responsible marketing and promotion of Scotch whisky. We will pledge to continue to act within full guidance of the deal.</p> <p>All our advertising and marketing displays the responsibility message and we actively make sure no billboard advertising is placed within 100m of any school.</p> <p>The business through sponsorship deals actively markets and advertises the Drinkaware and drink responsibly message in place of branding through match day programmes at Everton and Airdrie Football clubs.</p>	<p>We use the Drinkaware logo on all our advertising and promotional material.</p>	<p>We adhere to and train all our staff on the Portman Group code.</p>	<p>We have a strict policy with all our agencies and suppliers that no advertising will be within 100 metres of a school premises and actively check and monitor where each of our posters are displayed.</p>
<p>ISBA - the Voice of British Advertiser</p>	<p>As the representative body for UK advertisers we are members of both the Committee of Advertising Practice and the Broadcast Committee of Advertising Practice; we take the role of maintaining effective advertising rules very seriously; including the work of the ASA in adjudicating on the rules. We are also members of the International Chamber of Commerce global Marketing and Advertising Commission. During this last year we have been directly involved in helping to draft global guidance on alcohol marketing communications.</p>	<p>We support the Drink Aware Trust but we are not ourselves advertisers.</p>	<p>We support the work of the Portman Group and place great importance on its work supporting responsible marketing.</p>	<p>Through our Alcohol advertisers working group we have maintained support for this initiative and been grateful to the Out of Home contractors for their support in implementing the exclusion and monitoring its effectiveness.</p>

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<p>JD Wether- spoon PLC</p>	<p>All our marketing material is produced in-house allowing us a high degree of control. We do not advertise in the media and the vast majority of our marketing material is displayed on our premises allowing us to monitor who can view it.</p> <p>Responsible retailing of alcohol remains a guiding principle and as such the vast majority of our promotions are linked to food where customers purchase a meal and get a drink, either alcoholic or non-alcoholic, included in the price.</p> <p>Soft drinks, as well as tea and coffee, remain competitively priced so that customers always have attractive alternatives to an alcoholic drink.</p>	<p>Yes</p>	<p>Yes</p>	<p>We do not use poster advertising sites.</p>
<p>Kingsland Wines and Spirits</p>	<p>We continue to follow the guidelines to ensure that all products supplied by our company are marketed responsibly.</p>	<p>Yes</p>	<p>Yes</p>	<p>We do not advertise our products on any outside media currently.</p>
<p>London and Scottish Inter- national Lim- ited</p>	<p>Continued as in the past.</p>	<p>Yes</p>	<p>Yes</p>	<p>We do not advertise on any poster sites.</p>

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<p>Majestic Wine Warehouse Ltd</p>	<p>We are committed to the promotion of responsible drinking and retailing; the measures we have taken are highlighted in A1, A3, A4 and A5.</p>	<p>Majestic Wine is a member of Drinkaware and has regular contact with the body to keep in touch about campaigns and to ensure we comply with their guidelines.</p> <p>Our website includes information on responsible drinking, unit information, our commitments, the Drinkaware logo and a link to the Drinkaware website. http://www.majestic.co.uk/About/Responsibility</p> <p>All our emails to customers contain the Drinkaware logo/ website.</p> <p>Our seasonal wine guide Grape to Glass and all promotional flyers include the Drinkaware website/ logo, the NHS drinking guidelines and unit information plus the pregnancy warning.</p>	<p>We continue to support the Portman Group's Code of Practice regarding the responsible naming, packaging and promotion of alcoholic drinks.</p>	<p>In conjunction with our media agency and property department, we ensure that we do not place advertising within 100 metres of schools.</p>
		<p>As detailed in Pledge A1, most of our products have the preferred back label. We currently have 741 lines which carry the new label. This label includes the Drinkaware logo/website.</p>		

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<p>Marks & Spencer</p>	<p>M&S is a member of the Portman Group and adheres to the Advertising Standards Authority's codes on advertising.</p> <p>We also have a policy not to place outdoor posters advertising alcohol within 100m of school gates and we use the Drinkaware brand across our advertising and marketing material.</p> <p>In addition, through our membership of the Retail of Alcohol Standards Group, we will work to develop industry-wide guidance on the responsible retailing of alcohol in the off trade. This will cover all aspects of alcohol retailing including marketing and promotion.</p>			
<p>Marston's PLC</p>	<p>We avoid associating our alcoholic drinks messages with anything that would appeal to children, i.e. cartoon imagery, popular teen programmes. This remains an agenda point in respective buyer meetings. Spot checks are undertaken during store visits within the take-home and marketing teams, additionally we participate in active discussions with the BBPA when relevant on the subject and our PR agency is briefed to ensure comms compliance.</p>	<p>Yes</p>	<p>Yes</p>	<p>All external agencies are briefed on this pledge, as are our PR and digital activation partners.</p>
<p>Maxxium UK Ltd</p>	<p>We continue to put internal marketing and industry codes of practice at the heart of our sales and marketing operating principles by focusing on the practical application of our own Sales and Marketing Operational Guidelines.</p> <p>These guidelines encompass all information relating to the operational processes which we undertake to ensure compliance with these codes, Drinkaware, The Public Health Responsibility Deal, The Portman Group code, their sponsorship code and the Scotch Whisky Association's sponsorship code. Training has been rolled out to all staff who are involved in the sales and marketing of our brands. In addition, key members of our marketing team have undertaken training of all of our agency staff.</p>	<p>Yes</p>	<p>Yes</p>	<p>This is highlighted within our Sales and Marketing Operational Guidelines.</p>
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McMullen & Sons Ltd	<p>Save for promoting our product, which is the pub / bar we do almost no drink promotions. 'Promotion' tends to be tasteful drinks menus aimed at making customers aware of the choices available, rather than any encouragement to drink more of a product or indeed to drink one product in preference to another.</p>	<p>No</p>	<p>Yes</p>	<p>We don't current advertise through the medium of bill boards or poster sites.</p>
Midcounties Co-operative	<p>Please describe what are you have done over the last year to ensure that your products are marketed responsibly</p> <p>Working with Co-operative Retail Trading Group (CRTG) we are supporters of Drinkaware as regular users of the brand in our stores and through other communications. We adhere to the Drinkaware brand guidelines, and the following are examples of Drinkaware related communications:</p> <ul style="list-style-type: none"> - Challenge 25 posters displayed throughout our sites - Leaflet distribution across our trading area showcasing the challenge 25 message and promoting Drinkaware - Partnership work to promote the Challenge 25 message and Drinkaware with Gloucestershire police - Labelling all our own-brand beer, wine, cider and spirits products with an ingredient list, calorie content, unit information and NHS drinking guidelines <p>Also, as part of the Government's new Alcohol Strategy (which aims to radically reshape the approach to alcohol, and reduce the number of people drinking to excess) we will be following the guidelines requiring retailers to ban selling alcohol below cost.</p>	<p>Yes through CRTG</p>	<p>Yes through CRTG</p>	<p>Through Co-operative Retail Trading Group a document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of alcoholic products. The document includes a direct link to the Drinkaware website to ensure that the latest guidance is followed.</p>

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<p>Mitchells & Butler plc</p>	<p>Mitchells & Butlers continues to operate a Responsible Pricing and Promotions Policy for all alcoholic drinks, which is set out below. We want to make sure our guests are offered choice and value without inducements to drink to excess. We aim to offer guests real service and real value at fair, competitive prices.</p> <p>We also seek to encourage increasing numbers of guests to visit and return to Mitchells & Butlers restaurants and pubs, rather than to seek to encourage increased consumption by individual guests during any one visit.</p> <p>All of our Company promotional material will avoid:</p> <ol style="list-style-type: none"> 1. Association with anti-social behaviour or violence 2. Appealing particularly to under 18s rather than to adults 3. Purchase by or sale to under 18s 4. Association with illicit drugs 5. Suggestion that alcohol can enhance mental or physical capabilities 	<p>Yes on our corporate website, and also on a number of our brands websites and drinks menus.</p>	<p>No</p>	<p>We continue to include in all Mitchells & Butlers media buying contracts that advertising will not be placed within 100m of a school.</p>
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<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>As a founding member of The Portman Group, Molson Coors support the Portman Group Code of Practice on the Naming, Packaging and Merchandising of Alcoholic Drinks and Code of Practice on Alcohol Sponsorship. We remain committed to support the work of The Portman Group.</p> <p>In early 2014, a half day legal and responsibility training update was held with the Molson Coors marketing team, providing on-going training on CAP and the Portman Group codes.</p> <p>In partnership with Asda, Molson Coors developed Carling Coolers, a 2% lower strength beer which provides Asda shoppers with a lower strength alternative. This innovation was actively promoted in-store and via external poster sites to encourage drinker choice.</p> <p>As a leading supporter of Drinkaware, Molson Coors follows Drinkaware guidelines and ensure the Drinkaware brand is used in line with guidelines on all our beer and cider brands.</p>	<p>Yes on all products and marketing communications - TV, Out of Home, packaging and point of sale.</p>	<p>As a founding member of The Portman Group we support the Portman Group Codes</p>	<p>Regarding not displaying alcohol adverts within 100m of schools, Molson Coors's media agency, Zenith Optimedia, has been briefed and follows this policy whenever buying media on behalf of Molson Coors.</p>
<p>Morrison Bowmore Distillers Ltd</p>	<p>Morrison Bowmore Distillers seeks to act within the full guidance given in pledge A6 relating to advertising and marketing of alcohol. All of our advertising, both print and digital supports the responsibility message and also includes reference to Drinkaware.</p> <p>We follow the guidelines defined by the Scotch Whisky Association ('SWA') Code of Practice for Responsible Marketing and Promotion of Scotch Whisky.</p>	<p>Yes</p>	<p>Yes</p>	<p>We do not use poster site advertising</p>

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<p>Morrisons Supermarkets Plc</p>	<p>Morrisons abides by industry codes of practice on advertising and marketing of alcohol. This includes the Fifth Edition of the Portman Group Code of Practice on the Responsible Naming, Packaging and Promotion of Alcoholic Drinks and the Committee of Advertising Practice (CAP) Advertising Codes, which are consistent with the Portman Code.</p> <p>Our advertising partners adopt the Outdoor Media Centre's Standard of Best Practice, which commits to not displaying alcohol advertising on static panels located within a 100 metre radius of schools.</p>	<p>Yes</p>	<p>Yes</p>	<p>Our advertising partners adopt the Outdoor Media Centre's Standard of Best Practice, which commits to not displaying alcohol advertising on static panels located within a 100 metre radius of schools.</p>
<p>National Association of Cider Makers</p>	<p>Sponsorship code produced by the Portman Group and launched at the beginning of the year. NACM fully subscribes to the code.</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>
<p>Odeon Cinemas Ltd</p>	<p>Key personnel attended a session organised and delivered by the Portman Group in February 2014. We will continue to ensure that agreed standards are delivered at all cinemas involved in the sale of alcohol.</p>	<p>Yes. The Drinkaware logo is present on POS relating to the sale of alcohol.</p>	<p>No</p>	<p>ODEON do not advertise alcohol externally. Additionally, ODEON's media buying agency have been fully briefed to ensure no external advertising of alcohol takes place within 100m of school premises.</p>
<p>Outdoor Media Centre</p>	<p>The Outdoor Media Centre has extended it's Charter of Best Practice to prohibit alcohol advertising within 100m of a school front gate. The advice is contained under section 7.</p>			<p>A list of panels is provided to Experian by the media owners. A list of schools is provided to Experian via the Edubase directory forwarded by the DfE. All panels found to be within 100m of a school front gate are then marked accordingly on the media owner computer system to ensure against selling the panel to an alcohol advertiser. The list is refreshed every 2 years.</p> <p>We have also carried out independent inspections to ensure that alcohol campaigns are not placed on prohibited panels. All inspections that have taken place (3) have been 100% compliant. Following the initial inspection, at the request of both ISBA and The Portman Group, the subsequent inspections have taken place within the display period with a report going to the Outdoor Media Centre within 24 hours so that if there are any posters on display on a prohibited panel, they can be removed within the display period. Allowance has been made for 2 inspections to take place within 2014 within the budget.</p>

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<p>PLB Group Ltd</p>	<p>All own label wines have the drink responsibly box and we are working with branded suppliers to ensure, where possible, they also include this information.</p> <p>PLB adheres to the Drinkaware brand guidelines.</p>	<p>Yes, on PLB's website.</p>	<p>No</p>	<p>PLB does not advertise alcohol on posters.</p>
<p>Portman Group</p>	<p>The Portman Group is committed to ensuring the responsible marketing, packaging and promotion of alcohol in the UK. In support of this, it operates and enforces a Code of Practice on the responsible promotion and packaging of alcoholic drinks sold or marketed in the UK, to which there are currently over 140 Code signatories.</p> <p>A review of the Code was pledged under the Responsibility Deal which has now been completed. The revised (5th) edition of the Portman Group Code came into force on 31 May 2013. A number of rules were revised and the Portman Group's remit was extended to cover a producer's co-promotional activity with retailers.</p> <p>The Portman Group has also developed a separate Alcohol Sponsorship Code of Practice as part of the Responsibility Deal. The Code came into force on 31 January 2014 and brings together drinks producers, leading sports, music and venue organisations (who have also formally endorsed the Code) to promote responsible drinking through their sponsorships. In addition, the Code has been endorsed by Portman Group Code of Practice signatories.</p> <p>The Code formalises much of the activity which was already central to alcohol sponsorship agreements. Furthermore, it establishes a new positive commitment for alcohol</p>			

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	<p>producers to promote responsible drinking or support diversionary activity as a part of the deals they sign. The new Code carries clear sanctions - producers risk significant reputational damage if they breach the Code both through negative publicity and the financial cost of having to renegotiate a sponsorship agreement.</p> <p>Finally, in 2013 an independent Code Compliance Audit was carried out by Campden BRI. An assessment was made of 500 products against the requirements of the 5 edition of the Code. This has now been completed and the final report is due in summer 2014. The Portman Group has also committed to carrying out a further audit in 2014/15.</p>			
<p>Quintessential Brands UK Group Limited (Formerly G&J Distillers & Bottlers Limited)</p>	<p>The business has ensured that all our alcohol advertising is socially responsible and does not target children and young people. We supported the policy of not placing adverts within a 100m radius of school gates and we have adhered to the Drinkaware guidelines for all our products.</p>			

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<p>SABMiller plc; Miller Brands UK</p>	<p>Miller Brands UK continues to maintain its strict internal processes to ensure that no alcohol adverts are placed on outdoor poster sites that are within 100m of schools. This includes the operation of a weekly compliance meeting whereby senior staff meet to assess all Miller Brands marketing materials to ensure that they adhere to both the letter and spirit of this, as well as all other, regulatory requirements. This meeting is chaired by an Independent person who is a very prominent member of the Woking community - the area where Miller Brands is based. See below for further details.</p> <p>Miller Brands contributed to the review of the Portman Group Code (in 2012/ 2013) and also assisted in the development of the new Sponsorship Code, which requires the promotion of responsible drinking. We have also developed our own internal best practice for adhering to the Drinkaware brand guidelines in that, wherever relevant, this includes applying the Drinkaware messaging at a size of 5% of marketing and advertising materials.</p>	<p>We have developed our own internal best practice for adhering to the Drinkaware brand guidelines. Where relevant, this includes applying the Drinkaware messaging at a size of 5% of marketing and advertising materials. The example of our application of the Drinkaware messaging to marketing materials has been highlighted by Drinkaware as part of its best practice guide.</p>	<p>Yes. We are signatories of both the Portman Group Code of Practice on Responsible Alcohol Marketing as well as the new Portman Group Code on Responsible Alcohol Sponsorship.</p>	<p>Miller Brands UK has established an internal Sales and Marketing Responsibility Committee (SMRC) which meets (at a minimum) on a weekly basis to assess all marketing produced by the company against the letter and spirit of all relevant rules and regulations governing alcohol and which includes a commitment not to advertise alcohol on poster sites within 100m of schools.</p> <p>The establishment of the SMRC represents the application of the global standards for all businesses that are part of our parent company SABMiller Plc. These standards are included in our Policy on Commercial Communication, which complements all UK rules and regulations, and which can be downloaded from our website www.millerbrands.co.uk.</p> <p>Employees on SMRC are drawn from all areas of the business and all members receive training on responsible marketing on a regular basis.</p> <p>In January this year, we appointed a very prominent and highly respected member of the local community where we operate (Woking, Surrey) to act as an Independent Chairperson of the SMRC. This involves attending weekly meetings, participating in the discussions and then signs off the minutes of each meeting.</p>
<p>Sainsbury's Supermarket Ltd</p>	<p>We are a responsible retailer of alcohol. One of our corporate values is to make a positive difference to the communities in which we operate, and this includes making sure we sell, market and promote alcohol responsibly. We continue to adhere to this pledge's requirements regarding external advertising and Drinkaware's brand guidelines.</p> <p>As part of our 20x20 corporate responsibility strategy, we have committed to doubling the sale of lighter alcohol wine and reducing the average alcohol content (ABV) of our own brand wine and beer by 2020. As part of this we seek to promote lighter alcohol drinks where possible, including as part of our 'Buy 6 save 25%' campaign on wine.</p>	<p>Yes</p>	<p>Yes</p>	<p>Our marketing teams are fully aware of this commitment and have also made our relevant suppliers aware.</p>

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<p>Scotch Whisky Association (The)</p>	<p>Activity to support delivery of the pledge:</p> <p>The SWA was a member of the working group which developed the Portman Group Code of Practice on Alcohol Sponsorship published last year and which came into effect on 31 January 2014. The requirements of the Code were communicated to members.</p> <p>Work on updating the Scotch Whisky Association's Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky is ongoing. The aim is to publish the revised Code in 2014. A key change is to make the Code mandatory globally. To support members in complying with the revised Code guidance is currently in development.</p>	<p>Yes</p>	<p>Yes</p>	<p>N/A</p>
<p>Shepherd Neame Ltd</p>	<p>We support the development of a new sponsorship code requiring the promotion of responsible drinking. We are committed to adhering to the Drinkaware brand guidelines to ensure clear and consistent usage across our brands.</p>	<p>Yes</p>	<p>Yes</p>	<p>We have never displayed advertising for our alcohol brands on poster sites within 100m of schools and fully support the introduction of such a restriction.</p>
<p>Southern Co-operative (The)</p>	<p>Our advertising and marketing is governed through our trading arrangement with the Co-operative Retail Group and therefore operates in line with their policies and approach. Please see The Co-operative Group's progress report for further information.</p>	<p>Yes</p>	<p>Yes</p>	<p>Alcohol adverts are not permitted on outdoor poster sites within 100m of schools. This forms part of our in-store procedures.</p>
<p>St.Austell Brewery Co. Ltd</p>	<p>Our in house design team and any advertising agencies we work with are briefed so our media plans for the year adhere to this pledge.</p>	<p>In all our promotional material and packaging.</p>	<p>Yes</p>	<p>Our in house design team and our media buyer have been briefed accordingly.</p>
<p>T&R Theakston Ltd</p>	<p>Theakstons are committed to responsible marketing and ensure that all marketing and advertising is in line with the Portman Group Code of practice on the Naming, Packaging and Promotion of Alcoholic Drinks.</p>			
<p>Tesco PLC</p>	<p>We are committed to avoiding any advertising and marketing of alcohol which could promote irresponsible drinking. This includes strict adherence to the Portman Group Code and the Drinkaware brand guidelines.</p>	<p>Tesco uses the Drinkaware logo on our websites, in our publications and on some in store signage.</p>	<p>Tesco is a signatory to the Portman Group Code.</p>	<p>Our outdoor advertising rarely features alcohol; however, we have told our agencies that they should not use poster sites within 100m of schools.</p>

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<p>The SHS Group Drinks Division (formerly Beverage Brands)</p>	<p>As full Portman Group members, we continually review our own processes and training to ensure that we are marketing our products in a responsible way. We play an active role in any developments of the Portman Code and have our own Code of Conduct (available for DH to review if required) for employees which encompasses all these areas and more (i.e. it includes our Employee Alcohol Policy).</p> <p>Our advertising is voluntarily pre-approved by CAP and we regularly use the Portman Advisory service to check new materials. Our marketing and agency staff are all trained regularly on these codes, and we communicate key messages throughout the SHS Group on responsibility, to ensure it is at the heart of what we do.</p> <p>Drinkaware.co.uk features on all our communications and packs, and we have also relaunched our own campaign (Look After Your Mates) which features Drinkaware and supports their messages. We have used our own social media sites to promote this campaign to the target audience, asking them to review their own behaviour and responsibilities on a night out (please visit www.nextsaturdaynight.com to view the campaign).</p> <p>We have recently signed up to the new Portman Group Sponsorship Code and as such ensure that all our sponsorship agreements include a recognisable commitment to responsible drinking. Our latest tv sponsorship deal included the drinkaware.co.uk address on all adverts and indents, reaching sixteen million adults.</p> <p>In the last year, we have amended or refused a number of promotions, sponsorships or creatives on the grounds that we felt them to be irresponsible (even if just through the spirit, rather than just the letter, of the codes). Where guidance</p>	<p>Yes on all communications, internal and external.</p>	<p>Yes and take an active role as full Portman Group members.</p>	<p>Clear guidelines to our media booking agencies. We train all our marketing and agency staff and issue our own Code of Conduct, covering CAP, BCAP and Portman guidelines.</p>
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	changes to reflect a fast changing environment (such as digital marketing) then we contribute to that debate and update our own processes accordingly.			
Treasury Wine Estates	<p>Over the last year all marketing and advertising output in the UK has been vetted according to UK law and relevant codes of conduct (i.e. Advertising Standards Authority and The Portman Group code of conduct) via our legal team before being implemented in market.</p> <p>We have also sought advice from the likes of the Portman Group advisory service at the appropriate moments.</p>	Yes we use the Drinkaware logo on all UK packed stock	Yes and we seek advice from the Portman Group advisory service at the appropriate moments.	<p>Treasury Wine Estates has a clear process in place with its UK media buying agency to ensure that when its brands do implement outdoor advertising campaigns, it does not breach this voluntary agreement.</p> <p>We ensure that we have a clear and effective checking system in place, by ensuring all plans are then vetted by our in-house legal team.</p>
Waitrose	We continue to take a responsible approach to the advertising of alcohol. This includes not displaying adverts promoting alcohol on outdoor poster sites within 100m of schools and always using the Drinkaware branding in our adverts - in line with the Drinkaware brand guidelines.	Yes	Yes	It is written in to our marketing briefs for our advertising agencies.
Whyte & Mackay	The Drinkaware logo is prominently placed on the websites for Glayva, Vladivar and also Whyte & Mackay. We communicated the Drinkaware campaign through the Facebook pages of Whyte & Mackay, Glayva and Vladivar vodka. The Drinkaware logo appears on all the point of sale material (strut cards, on pack promotions, posters etc) for Whyte & Mackay, Jura, Vladivar and Cockspur rum. The press advertising we ran last year in the Herald, Talksport and XFM all contained references to Drinkaware. Advertising ran at Glasgow airport, which reaches 100% of departures, also featured the Drinkaware logo.	Yes	Yes	

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<p>Wine and Spirit Trade Association (WSTA)</p>	<p>The WSTA promotes existing standards of responsible advertising to our members on an on-going basis. As a trade association the WSTA does not market, advertise or sponsor events in its own right. Our members are required to comply with the Portman Group Code and the various Advertising Codes and the WSTA continues to provide advice and support to help them to do so.</p> <p>We have been actively involved in the review of the Portman Group Code and we supported the new sponsorship guidelines that the Portman Group has developed, which will create a voluntary code of conduct for sponsorship across the UK.</p>			
<p>Young & Co.'s Brewery P.L.C.</p>	<p>Head office monitored the majority of alcohol advertising undertaken by the Young's managed house pubs so as to ensure that any advertising was only done in accordance with the existing CAP/BCAP codes on advertising.</p> <p>Due to the number of Young's managed house pubs in the estate, this monitoring was supplemented by internal newsletters and team briefings (so that individual pubs took the necessary "ownership" of their advertising and understood the role they need to play in ensuring compliance).</p> <p>The need to monitor and enforce the "ban" on any alcohol advertising being placed by any Young's managed house pubs on any outdoor poster site within 100 metres of a school was briefed to managers via team briefings and internal newsletters.</p>	<p>Yes, as referred to in our update on pledge A5.</p>	<p>Yes</p>	<p>See above</p>

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