

## L6. Actions for small licensed retailers

We will help our customers to drink within guidelines by doing one or more of the following:

- L6a) Tackling under-age alcohol sales by joining the Challenge 25 or Challenge 21 schemes
- L6b) Making it easier for customers to drink fewer units (not necessarily fewer drinks) by:
  - Improving availability, marketing and promotion of products with less alcohol. Many producers of existing products are altering their production methods to reduce the alcohol content of their drinks. Modern production methods and changes in consumer tastes can also help drive product alterations. Changes include stocking, promoting and offering as a first choice:
    - beers with less than 3.0% ABV or “lighter” wine products (around 5.5% ABV);
    - 12% or lower ABV wines (compared to 13% or 14% ABV wines);
    - 4.0% or lower ABV premium lagers (compared to 5.0% premium lagers); and/or
    - alcohol-free beers or wines; and/or
  - Offering and promoting smaller measures (such as 500ml or smaller bottles of wine or 250ml bottles of beer).
- L6c) Providing information on drinking guidelines and unit content (materials available from the Wine and Spirits Trade Association).
- L6d) Participating in and supporting local alcohol partnership schemes such as Community Alcohol Partnerships (CAP), Best Bar None, or National Business Improvement Districts (BIDs) Advisory Service.

To become a local partner in the national Responsibility Deal, partners must undertake at least actions L6a) and L6b).