

ALMR Press Release

ALMR SLAMS TESCO HYPOCRISY

Date: Friday 21st May 2010

The Association of Licensed Multiple Retailers has slammed Tesco's hypocrisy today in welcoming a ban on below cost selling of alcohol whilst continuing with the practice in store.

In an exclusive interview with the BBC today, Tesco's Director of Corporate Affairs said the supermarket chain wanted to see curbs on the sale of cheap alcohol during this parliament and recognised that excessive drinking fuelled by cut-price booze was one of the public's most serious concerns.

At the same time, Tesco is running a promotion offering two packs of beer for £16 – the equivalent of 23 pints at a price of just 67p per pint, compared with a pub price of £3.

Nick Bish, *ALMR* Chief Executive, said:

“To borrow Carlsberg's line: Pubs don't do hypocrisy. Tesco do.

Tesco's price promotions are opportunistic, unacceptable and in complete contrast to the highly responsible approach to drinks pricing adopted by Britain's pubs and bars. This is probably the most hypocritical offer in the world!

Effectively they are admitting that they are not responsible enough to regulate their own behaviour and have no option but to compete on price in the absence of government action. Whatever happened to “reassuringly expensive”? We hope Tesco will start practising what they preach and adopt a more responsible approach over the summer during this year's World Cup.”

Notes for editors

- o *ALMR* is the only national trade body solely dedicated to representing the interests of pub and bar operators, and to providing them with business support and advice. It has over 60 member companies, operating over 9,000 outlets. Most *ALMR* members are small, independent companies operating 50 or fewer outlets.
- o Tesco's website currently offers 15 x 440ml cans of Carlsberg for £12 or two packs for £16. Tesco's comments on below cost selling are available at <http://news.bbc.co.uk/1/hi/health/8696097.stm>
- o During the 2006 World Cup, the Competition Commission found that Britain's supermarkets sold £112.7 million of alcohol below cost. Tesco was the biggest culprit, selling £43.2 million of beer and £48.7 million wine and spirits below cost during the World Cup period.
- o For more information about *ALMR*, please contact:

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