

ALMR Press Notice
Championing Pubs & Bars – the Voice of the Operator

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ALMR welcomes below-tax ban date but warns over “pocket-money prices”

Government must go further to tackle the issue, says leading pub and bar operator trade body

The Association of Licensed Multiple Retailers (ALMR) has welcomed news of an implementation date for a ban on below-tax alcohol sales, but warned the government must go further to tackle “pocket-money prices”.

It emerged today that the below-cost ban will be on alcohol sales below duty plus VAT, and will come in on April 6, 2012, subject to parliamentary procedures.

In a written answer to the Commons recently, Home Office minister James Brokenshire said the ban would be a new condition of the mandatory code of practice.

Kate Nicholls, ALMR Strategic Affairs Director said: “We regard a ban on sales below duty plus VAT as a good starting point in addressing this issue.

“However, the current definition will do nothing to affect the vast majority of pocket-money deals currently operating in the off-trade, where alcohol is often cheaper than water.

“If the government is serious about tackling this problem, it must look to extend its definition of below-cost. In addition, further controls should be placed on the way alcohol is sold in the off-trade.

“The ALMR would like to see restrictions on bulk or wholesale volume purchases, a ban on irresponsible promotions and the use of price in advertising, and restrictions on where alcohol can be sold in-store.

“Pubs and bars comply with a vast amount of regulations when it comes to selling alcohol. But 70% of all alcohol is now sold in shops and supermarkets and as such they should be subject to more effective restrictions.”

ENDS

Notes to editors

- James Brokenshire's [written statement](#) was in response to a question by Diana Johnson in the House of Commons on October 27, 2011.
- For more information call Kate Nicholls on 07958 796238.

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