

ALMR Press Notice

DOWNLOADED AND PRE-LOADED – ALMR CRITICISES IRRESPONSIBLE TESCO

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Leading pub and bar trade body the Association of Licensed Multiple Retailers (*ALMR*) has criticised arch-hypocrites Tesco after further examples of loss-leading alcohol sales by the supermarket – this time online.

Tesco has announced a series of “Big Pack Beer Deals”, which enables online customers to buy 60 x 284ml bottles of Stella Artois or 45 x 440ml cans of John Smith’s for just £20. Those prices equate to 66p and 56p per pint respectively.

The promotion came in the week that influential Conservative MP Patrick Mercer branded Tesco “immoral” and “irresponsible” after they admitted to his Home Affairs Select Committee that they sell alcohol at below cost.

ALMR Chief Executive Nick Bish said; “In a week when they've admitted loss leading and been branded irresponsible and immoral, Tesco is at it again. This promotion is irresponsible on three counts. Firstly, the prices are remarkable - five times below that seen in a typical pub. Secondly, the volumes involved are enormous and encourage excessive consumption. Thirdly, as an internet promotion, the normal checks on underage sales are limited.”

“Tesco’s offer comes directly in the wake of the commencement of Alcohol Disorder Zone regulations. Now we have these offers which are an inducement to downloading for pre-loading - but responsible pubs and bars will be left to pick up the tab.”

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