

**ALMR Press Notice**

## **ALMR SLAMS SAINSBURYS OVER LOSS-LEADING LAGER**

**Tuesday 26 August 2008. Release time: immediate**

The Association of Licensed Multiple Retailers (*ALMR*) has criticised Sainsbury's for selling alcohol at below cost price over the August Bank Holiday weekend.

The supermarket giant offered sixty 284ml bottles of Stella Artois lager for just £20 – equivalent to 33p per bottle or 66p per pint. Similar deals were available on a wide range of other drinks including Bulmers, Beck's and Kronenbourg.

Bottles of premium lager in a typical pub or bar cost approximately £3.00 – up to ten times the price.

Commenting, *ALMR* Chief Executive Nick Bish said:

“Stella was always ‘reassuringly expensive’. Well at Sainsbury's it's frighteningly cheap. It is disappointing to see them following in Tesco's footsteps with these astonishing giveaways of enormous quantities of beer at pocket money prices.

Pubs and bars promote sensible drinking in a supervised environment and have led the way in responsible pricing. It is clear that, despite their rhetoric, the supermarket chains have no inclination to show such restraint. It is time for Government action.”

<ENDS>

Notes for editors

- Sainsbury's advertised the following £20 bank holiday deals for the period 22-26 August 2008:

Bulmers Original	24x568ml	83p each	83p per pint
Strongbow	45x440ml	44p each	57p per pint
Beck's Bier	60x275ml	33p each	68p per pint
Carlsberg	45x440ml	44p each	57p per pint
Foster's	45x440ml	44p each	57p per pint
John Smith's extra smooth	45x440ml	44p each	57p per pint
Kronenbourg	54x300ml	37p each	70p per pint
Stella Artois	60x284ml	33p each	66p per pint

- *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 almost 100 member companies, operating over 15,000 outlets.

For more information please contact:

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