

## **ALMR Press Notice**

# **ALMR Welcomes Supermarket Smackdown**

**Monday 10<sup>th</sup> November 2008**

### **For Immediate Release**

The Association of Licensed Multiple Retailers (*ALMR*) has today welcomed the Home Affairs Select Committee's recognition of the impact of supermarkets' irresponsible alcohol pricing policies on policing resources, calling for the Government to now seriously consider a targeted approach to address this specific problem.

*ALMR* Chief Executive, Nick Bish says:

"We welcome the report's strong criticism of the socially irresponsible below cost selling practices of supermarkets. It is good to see some recognition of the specific issue of 'pre-loading' which leads to real problems in our parks, playgrounds and on our streets. The *ALMR* has been calling for action to tackle this problem for some time now."

Responding to the Committee's call for a minimum pricing policy to tackle this problem, Mr. Bish warns:

"There needs to be more detailed consideration of what a minimum pricing policy would mean. We understand why the Committee is attracted to this proposal. But it is worth noting that it has not examined its effectiveness as a policy instrument. Supermarkets have rightly been identified as primary source of the problem of irresponsible drinking, and therefore a targeted move would be appropriate. *ALMR* believes that this evidence adds to the already compelling argument for the Government to seriously consider a ban on below cost selling. Cost price,

including alcohol duty plus VAT, is a clear benchmark and provides the right solution to a specific problem.”

<ENDS>

Notes for editors

- On off-trade promotions the report states: “The cheap availability of alcohol in the off-trade is fuelling alcohol-related crime and disorder and under-age drinking. A lack of clarity about competition law is impeding effective action in this area. We recommend the Government establish as soon as possible a legal basis for banning the use of loss-leading by supermarkets and setting a minimum price for the sale of alcohol.”
- A full copy of the report can be found online at <http://www.publications.parliament.uk/pa/cm200708/cmselect/cmhaff/364/364i.pdf>
- *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.
- The *ALMR* fully subscribes to and supports the standards for the management of responsible drinks promotions clearly setting out what type of promotional activity is not acceptable:
  - Promotions or promotional material should not condone, encourage or glamourise excessive drinking, drunkenness or anti-social behaviour. It should not be linked to sexual imagery, drug culture or use images/symbols which appeal to young people
  - Licensees should consider the risks of planned promotions
  - Responsible pub and bar promotions should comply with industry standards on timing, duration and discounts

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