

ALMR Calls for Pub Promotion

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The Association of Licensed Multiple Retailers has today called on the Government to promote pubs and bars as supervised and responsible drinking environments. The trade body says that the Government should focus its proposed alcohol code of practice on preventing businesses from peddling bargain basement booze through low-cost sales.

The Association is making the recommendation as new Government evidence has come to light showing that the vast majority of heavy drinkers avoid pubs and bars. In fact 74% of them do their heaviest drinking away from pubs, with 52% of them staying at home, according to the UK Statistics Authority.

The ALMR's call follows new figures from the British Beer and Pub Association (BBPA) showing that 130 million fewer pints were sold in the on-trade during October to December 2008 compared with the same period in 2007.

Commenting, *ALMR* Chief Executive Nick Bish says:

"These figures confirm what we've been saying for some time; people will drink larger quantities of alcohol away from the supervised environment that pubs and bars provide. That environment encourages personal responsibility; those who drink irresponsibly know that they do so at the expense of a good night out when the landlord chucks them out.

"This Government talks non-stop about encouraging responsible drinking. Unfortunately whilst it is happy to blow millions of pounds on fancy ad campaigns that do nothing to encourage personal responsibility, it doesn't give a second thought to the idea of encouraging drinking in a supervised environment. It seems intent on tying up pubs and bars with laws and red tape rather than focusing on businesses that encourage irresponsible drinking through cut price, bargain basement, deals."

Notes for editors

- *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.
- More details on the ONS figures quoted can be found in table 3.11 of Drinking: adults' behaviour and knowledge in 2008. Figures quoted as averages calculated from separate

male and female figures. The report can be found online at <http://www.statistics.gov.uk/statbase/Product.asp?vlnk=6990>

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