

ALMR Press Release

ALMR Welcomes Government Focus on Underage Drinking

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Release: Immediate

The Association of Licensed Multiple Retailers (*ALMR*) has today welcomed the Government's decision to focus on tackling underage drinkers, saying that alcohol is best enjoyed in moderation and that Britain's pubs and bars are the best place to for adults to enjoy it.

ALMR Chief Executive Nick Bish comments:

"We support the Chief Medical Officer's message that childhood should be alcohol free and we know that.

"Britain's landlords work hard to uphold this. Our members' outlets take a strict no ID, no sale approach which means that it is not only the purchase of alcohol is monitored, but the consumption too. The focus needs to be on those places where children can obtain alcohol at pocket money prices and then consume it away from adult supervision.

"In recent years, the industry has worked hard to eliminate the possibility of alcohol being consumed by under 18s. The voluntary Challenge 21 scheme has been a success in this area. As the Government admits, the proportion of 11-15 years olds who drank in the last week has fallen by over a quarter over the past ten years. Of those drinking, 66% were given alcohol by parents or relatives and only 4% said that they had tried to buy from a pub.

"The industry's scheme strikes the right balance between tackling concerns about underage drinking whilst recognising that over 18s have the right to enjoy alcohol responsibly."

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.

The Department of Health/Department for Children, Schools and Families consultation can be found online at <http://www.dcsf.gov.uk/consultations/index.cfm?action=consultationDetails&consultationId=1579&external=no&menu=1>

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