



## Alcohol Promotions Policy

All promotional activity will comply with the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks & the Ban on Irresponsible Promotions. Licencing act 2003, (conditions added 2014) (*The Portman Code seeks to ensure that alcohol is promoted in a socially responsible way, only to those aged 18 and over, and in a way that does not appeal particularly to those who are vulnerable*) and therefore should not in any direct or indirect way, have the alcoholic strength, relatively high alcohol content, or the intoxicating effect, as a dominant theme.

Should not suggest any association with bravado, or with violent, aggressive, dangerous or anti-social behaviour, suggest any association with, acceptance of, or allusion to, illicit drugs' or suggest that consumption of the drink can lead to social success or popularity, encourage illegal, irresponsible or immoderate consumption, such as drink-driving, binge-drinking, or drunkenness.

Should not urge the consumer to drink rapidly or to "down" a product in one, have a particular appeal to under-18s or Incorporate images of people who are, or look as if they are, under twenty-five years of age, unless there is no suggestion that they have just consumed, are consuming or are about to consume alcohol. Suggest that the product can enhance mental or physical capabilities.

### **Promotions, or promotional materials, will not**

- a) Condone, encourage, or glamorise excessive drinking or drunkenness or encourage anti-social behaviour.
- b) Be linked to sexual imagery.
- c) Refer to consuming alcohol to recover from previous over-indulgence;
- d) Be disrespectful of contemporary, prevailing standards of taste and decency, and avoid degrading or gratuitously offensive images, symbols, figures and innuendoes.  
Promotional material should not be demeaning to any gender, race, religion, age, or minority groups.
- e) Appeal, through images / symbols, primarily to those under the legal purchase age.  
Characters should only be used if it is clearly established that their primary appeal is to adults. Use of any cartoon character popular with children is unacceptable.
- f) Contain any direct or indirect references to drug culture or illegal drugs.
- g) Have any association with violence or anti-social behaviour.

### **In addition, we will avoid**

- a) Any promotional activity which implies drinks being 'downed in one' or which incentivises speed drinking.
- b) Promotions that involve drinking games.
- c) All-inclusive promotions – including large quantities of, or all drinks, in the admission fee.
- d) Promotional activity which includes cars in any way.
- e) Links with any tobacco related products in (drinks) promotions.

- f) Activity which presents alcohol abstinence or choosing soft drink alternatives in a negative light.
- g) Sampling activity involving staff under the age of 18.
- h) Sampling activity which offers more than 1.5 units of alcohol per person.

**Examples of good promotions include**

- a) The inclusion of responsible drinking messages and alcohol units where appropriate.
- b) Promotions that are run over periods of time.
- c) All promotional activity will incorporate a soft drinks offer.
- d) Any time-limited promotion should be for 2 hours or longer.