

Annual Updates - 2012 - 2013

Responsibilitiy Deal Pledge:

A6. Advertising and Marketing

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A6. Advertising & Marketing Alcohol

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“We commit to further action on advertising and marketing, namely the development of a new sponsorship code requiring the promotion of responsible drinking, not putting alcohol adverts on outdoor poster sites within 100m of schools and adhering to the Drinkaware brand guidelines to ensure clear and consistent usage.”

Partner name:	Please describe what are you have done over the last year to ensure that your products are marketed responsibly.	Do you use the Drinkaware logo?	Are you signed up to the Portman Group Code?	Please describe the process you have in place to ensure your company does not advertise alcohol on poster sites within 100m of schools.
10 International	With immediate effect, we will increase our support of action on advertising and marketing to bring awareness of dangers of alcohol in particular to young people. We will not participate in any advertising campaign where posters promoting our brands are used within 100m of schools.	No	No	We still do not participate in any advertising campaign where posters promoting our brands are used within 100m of schools.

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<p>AB InBev UK</p>	<p>In 2012-13 AB InBev UK has been actively involved in the development of the Portman Group's new Sponsorship Code. As a founder member of the Portman Group, we will continue to fund and support the work of the organisation.</p> <p>As we set out in our previous update, we remain committed to ensuring none of our adverts are shown on posters within 100m of schools in line with CAP guidance. We continue to be fully compliant with Drinkaware brand guidelines across all our products and marketing communications.</p> <p>Over the past year we have continued to promote a responsible drinking message on all our advertising and marketing materials. Our sponsorship of The FA Cup with Budweiser has also increased exposure to responsible drinking messaging. During the 2012 semi-final weekend, our perimeter board advertising at Wembley stadium led to a 30% increase in visitors to drinkaware.co.uk; we estimate that a global TV viewing audience of 50m people was reached with responsible drinking messages. We aim to reach a large number of people with these messages during the 2012-13 competition too.</p>	<p>Yes</p>	<p>Signed up to the Code of Practice on the Responsible Naming, Packaging and Promotion of Alcoholic Drinks. We are also currently engaged in the development of the new Sponsorship Code.</p>	<p>Through our relevant agencies we have steps in place to ensure that none of our adverts are shown on poster sites within 100m of schools.</p>
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<p>Accolade Wines</p>	<p>Accolade Wines continues to be committed to working within the current CAP and BCAP codes and have become more involved this past year with any review of those codes. Similarly Accolade Wines continues to be committed to adhering to the Portman Group Code and the ongoing code review process.</p> <p>Accolade Wines remains committed to using the Drinkaware logo and the website address on the back label of all of its products - other than products and skus that are destined for export markets and are not sold in the UK. We currently use the Drinkaware logo on all of our consumer facing marketing materials, including above the line advertising and point of sale material as well as online websites and social media content.</p>	<p>Yes</p>	<p>Yes</p>	<p>Accolade Wines continues to be committed to working alongside its advertising agencies to ensure that no static poster advertising appears within 100m of any school. No issues with regard to this have been raised across the past year.</p>
<p>Advertising Association</p>	<p>We have put a summary on the Advertising Association's website of alcohol advertising best practice:</p> <p>http://www.adassoc.org.uk/write/Documents/Alcohol%20advertising%20-%20the%20facts.</p> <p>As part of our commitment to responsible alcohol advertising, we facilitate inter-industry discussion with our members. In this context, the Cinema Advertising Association has published for the first time a compliance survey for the year 2012, which shows that it predicted accurately the age profile of films released last year in all but one case. http://www.cinemaadvertisingassociation.co.uk/alcohol.php</p>			<p>Our member, the Outdoor Media Centre, which signed the Pledge and committed to promote amongst its members not to carry alcohol ads on static outdoor sites within 100m of schools, is now carrying out regular inspections to ensure compliance. The most recent was April 2013. 588 sites were checked, there was 100% compliance, and the system is in place to remove and replace non-compliant ads within 24 hours.</p>

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Aldi Stores Ltd	We adhere to the Drinkaware guidelines to ensure clear and consistent marketing of alcohol products. We display the Wine and Spirit Trade Association (WSTA) unit information, Drinkaware website and pregnancy warning when advertising alcohol on our company website.	Yes	Yes	Our Advertising and Merchandising Committees are responsible for ensuring that we do not advertise alcohol on outdoor posters within 100m of schools in the UK and Ireland. All of our outdoor advertising is cognisant of the site location and product mix.
ASDA	We are fully compliant with Drinkaware guidelines and the Portman Group sponsorship code (in development). We have voluntarily ended the display of alcohol in all store foyers, the only major retailer to make this commitment. We do not advertise alcohol on poster sites within 100m of schools.	Yes	Yes	Internal guidelines and briefed to our external agencies.
Aston Manor Brewery	<p>We have completely transformed the marketing of our largest brand. We have put in place new age gating processes on all our social media and we have worked to ensure that any sponsorship activity is within the boundaries of the new Portman Group code regarding sponsorship. All of our marketing communication clearly adheres to all Drinkaware guidelines to ensure clear communication.</p> <p>We have in the last 12 months taken the decision to cease the x% extra free promotional activity on our higher strength products and this is a significant reduction across a large volume of product most notably Frost Jack-u2019s 2litre + 50% extra free.</p>	Yes	Yes	We do not take part in any direct advertising that might be placed within 100m of schools and we work with our customers to ensure that they do not either.
Bacardi Brown-Forman Brands	We continue to make progress against this pledge and have continued to work within the Portman Group on a new sponsorship code.	Yes	Yes	

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<p>Beam Suntory (formerly Beam Global Spirits & Wine)</p>	<p>We continue to ensure sales & marketing activities are compliant with our own Marketing Code, as well as other Codes we are signatory to (Scotch Whisky Association Code for Responsible Marketing & Promotion & Portman Group Code).</p> <p>Most recently, we are a signatory along with 12 other global producers to 5 Commitments (10 actions) covering:</p> <p>Reducing Underage Drinking.</p> <p>Strengthening Marketing Codes.</p> <p>Providing consumer information & responsible product innovation.</p> <p>Reducing drinking & driving</p> <p>Enlisting retailer engagement to reduce harmful drinking.</p> <p>These will cover ALL markets where we sell our products.</p>	<p>Yes</p>	<p>Yes</p>	<p>Although we are not a user of this medium, our Sales & Distribution company, who is responsible for media placement, have Sales & Marketing Guidelines which has this requirement incorporated. It is communicated in relevant staff training.</p>
<p>Booker Group plc</p>	<p>Colleagues responsible for labelling and point of sale materials are all fully cognisant of the Drinkaware guidelines and ensure that they are applied on all occasions.</p>	<p>Yes</p>	<p>Yes</p>	<p>Booker does not advertise on any poster sites.</p>
<p>Brand Phoenix Limited</p>	<p>All advertising and marketing from Brand Phoenix is specifically orientated to the promotion of responsible drinking and our sponsorship of the British and Irish Lions Australia tour 2013 also features our responsible drinking message including the Lions Wine Club which features the Drinkaware website.</p>		<p>Yes on the homepage of firstcape.com.</p>	<p>Our advertising campaigns are based around retailers therefore our adverts are only found in supermarkets, wholesale stores and on their websites. Therefore you will not find any FirstCape adverts on poster sites within 100m of schools.</p>

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<p>British Beer & Pub Association</p>	<p>The BBPA does not directly market products but supports the Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks and encourages members to sign up to and comply with the Code. During 2012 BBPA actively worked with the Portman Group on their review of the Code. The new Code will ensure that the rules will keep pace with the changing nature of alcohol marketing. We have highlighted the new Code to members and will continue to do so when it comes into force in May.</p> <p>BBPA has continued to work with the Portman Group to develop their code of practice on alcohol sponsorship and responded to the recent consultation on the draft code.</p> <p>We continue to encourage members to show support for responsibility initiatives when providing sponsorship for sporting or similar events and as reported above we have taken advantage of the development of a new website to highlight Drinkaware more prominently on the BBPA website.</p> <p>The BBPA has also developed a collection of best practice examples from members highlighting how responsibility messages can be communicated to consumers through sponsorship. This will be published shortly.</p>	<p>We do not market products directly but we do display the Drinkaware logo prominently on each page of the BBPA website - http://www.beerandpub.com/</p>	<p>Yes</p>	<p>N/A</p>
<p>Buckingham Schenk</p>	<p>Buckingham Schenk will adhere to Drinkaware brand guidelines. We will ensure clear and consistent usage of responsible drinking if promoting any of our branded products in alcohol adverts and we will ensure that any poster sites employed will not be within 100m of schools.</p>	<p>Yes</p>		<p>We currently do not have any plans to promote our branded products using outside posters.</p>

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C&C Group plc	We continue to advertise and promote our brands responsibly, in line with the Portman Group code. We have received no complaints over the last 12 months. We have also been very active in helping draft the new Portman Group code and sponsorship guidelines. We are council members of the Portman Group. We have hosted a training event at our site in Glasgow which trained marketing professionals from three different companies in the application of the new Portman Group code.	Yes	Yes and co-author	Our media agencies are instructed this is a critical part of advertising are bands. Our media buying is audited. We have no known infringements over the last 12 months
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<p>Carlsberg UK Ltd.</p>	<p>Carlsberg UK has its own marketing code which both incorporates the agreed industry codes; CAP, BCAP, Portman Group etc. but in addition goes over and above the requirements.</p> <p>Carlsberg Group has a worldwide advertising and marketing policy which ensures that social responsibility is a fundamental part of the creative development process and is built into campaigns at their inception. The guidelines cover: social responsibility and moderate consumption, health and safety (this includes operating machinery or vehicles after consuming alcohol and undertaking potentially hazardous activities), children and young people (this includes never targeting minors, never including anyone who appears to be under the age of 25 in marketing communication, never undertaking experiential activity, including sponsorship, where more than 30% of the audience are known to be minors and never associating with celebrities who have particular appeal to minors.</p> <p>In early 2013, Carlsberg UK became the first major company to receive training on the new Portman Group Code where all members of the marketing team and several within the broader commercial team, received training on the new code.</p>	<p>The Drinkaware logo is used on all packaging, marketing materials and UK web-sites.</p>	<p>Carlsberg UK is a full member of The Portman Group and has played a full role in the continued development of the new Portman Group code.</p>	
<p>Cellar Trends Ltd</p>	<p>All advertising and Promotional plans are pre-cleared with the Portman Group before instigation.</p>	<p>Yes</p>	<p>Yes</p>	<p>Our media buying agency has this as an integral part of their brief.</p>

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Central England Co-operative (formerly Midlands Co-operative)	<p>A document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of alcoholic products. The document includes a direct link to the Drinkaware website to ensure that the latest guidance is followed.</p> <p>Our internal procedures ensure that all external communications relating to alcohol carry at least one mention of Drinkaware and/or its associated campaigns</p>	Yes	Yes	In line with the outdoor media centre guidelines, our policy is for our outdoor media agencies not to place alcohol adverts within 100m radius of school gates.
Charles Wells Ltd	<p>The marketing team continue to comply with guidelines on advertising and marketing of alcohol. They attended a private training session with the Portman Group to ensure all new members of the team were fully trained in the various regulatory codes of practice and have established a relationship to open up the lines of communication to check compliance.</p>	Yes	Yes	Our media buying agency is instructed not to advertise our brands on such sites if we run poster campaigns.
Cider of Sweden (formerly COS Brands)	<p>INTERNALLY: Sales and Marketing teams have been educated on the guidelines applicable to advertising alcohol both in trade and consumer communications. This included the responsible-drinking code which was based on Government advice.</p> <p>EXTERNALLY: All partner agencies; both new and existing have been briefed on the Responsible Drinking Code, ASA guidelines, Government guidelines and Portman Group guidelines. Adhering to all of these codes and guidelines has been stipulated as a Key Performance Indicator for each agency.</p> <p>Agencies include: Media Buying, Creative, PR, BTL and Design.</p>	Yes		Yes
Coe Vintners	No update on the 2012 submission			

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Concha y Toro UK Ltd	We continue to work with our customers to ensure all our products are marketed responsibly, and wherever above the line marketing takes place, that the Drinkaware logo is prominently featured.	Yes	We ensure that any advertising we undertake is compliant with the Portman Group guidelines for alcohol marketing.	
Co-operative Group (The)	A document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of alcoholic products. The document includes a direct link to the Drinkaware website to ensure that the latest guidance is followed.	Yes	Yes	A document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of all alcoholic products.
Daniel Thwaites PLC	Any advertising in trade publications or consumer advertising in our licensed premises or in regional, national or social media complies with the Portman Group regulations and Drinkaware guidelines and the Drinkaware logo is used where we can. We also comply with all guidelines of alcohol marketing regarding sponsorship, particularly related to sport.	Yes	Yes	We don't advertise on poster sites.

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<p>Diageo Great Britain Limited</p>				<p>We train all our marketeers and relevant agencies in 'The Diageo Marketing Code', and have an electronic approval process for all marketing and promotional activity which ensures that the Drinkaware guidelines and all relevant advertising codes are strictly adhered to. As a Portman Group council member, we have worked with the Portman Group, over the past 12 months, to develop a new voluntary sponsorship code for England & Wales based on the code already existing and working in Scotland; developed by the Scottish Government Alcohol Industry Partnership. We also worked with The Portman Group to develop and hold a consultation on The Portman Group code of practice on the naming, packaging and promotion of alcoholic drinks to ensure it remains 'fit for purpose' and keeps up to date with developments in social marketing etc.. We will continue to rigorously adhere to the Drinkaware brand guidelines and we will continue to rigorously apply our own Diageo marketing code to our marketing activities.</p> <p>We will continue to not place alcohol adverts on outdoor poster sites within 100m of school gates. We achieve this by working closely with the individual media owners who enforce this regulation through the following procedures.</p> <ul style="list-style-type: none"> - All panels are assessed in distance to a list of school postcodes provided by the OMC @ 100m. - The distance is measured to a postcode on the media owners mapping system so where exactly these centres will be different for every example, a geocoded postcode delivers a point that tends to be in the middle of the road the postcode represents. <p>This is rechecked on an annual basis. Any panels that fall within 100m (or 150m in JC Decaux2019s case) are blacklisted and prohibited from being used for campaigns with unsuitable creative</p>
<p>Direct Wine Holdings Ltd</p>	<p>Direct Wines does not target underage drinkers with our marketing and advertising. Printed catalogues include a "Drink Responsibility Box" setting out limits for men and women. Our marketing team assesses all marketing materials to ensure they comply with the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks as well as the CAP code for marketing communications for alcoholic drinks. We continue to promote responsible drinking on social media platforms such as Facebook, Twitter and our blogs, for example by retweeting Drinkaware's tweets and ensuring that our Facebook pages are only visible to over 18s. Virgin Wines continues to use the strapline 'drinking's only fun when you don't overdo it'.</p>	<p>We display a hyperlink to the Drinkaware website on every page of our websites and on our emails as well as including the logo on the back label of a number of our wines and on all our printed marketing material.</p>	<p>Averys of Bristol is a signatory. Our marketing teams across the Group assess all marketing materials to ensure they comply with the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.</p>	<p>We do not conduct any outdoor poster advertising other than some brand advertising as official partners of English Cricket which appears in and around cricket stadium.</p>

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E&J Gallo Winery (formerly Gallo Vineyard Inc)	<p>E. & J. Gallo Winery adheres to the Code of Advertising Standards established by the Wine Institute in the U.S. when promoting and marketing its products. For further details on these guidelines please visit www.wineinstitute.org.</p>			
Edrington Group, The	<p>Edrington maintained the vitality of its Responsible Marketing Code through the mandatory incorporation of the code in new employee induction programmes.</p> <p>Most recently we held training sessions in Scotland for the newly formed Edrington Africa team to provide additional awareness for these new employees.</p>	<p>Yes</p>	<p>Yes</p>	<p>Our UK distributor, Maxxium UK, has this instruction built into guidance notes for its sales & marketing personnel.</p>
Enotria Winecellars Limited	<p>We do not place advertising within 100m of schools and adhere to the Drinkaware brand guidelines regarding clear and consistent usage. We continue to ensure all of the literature we produce for our on trade customers such as wine lists and promotional flyers promote responsible drinking and does not target underage drinkers.</p>	<p>Yes. We are a registered sponsor of Drinkaware.</p>	<p>We are not signed up to the Portman Group Code but we follow their guidelines with regard to our pledges.</p>	<p>Enotria does not advertise on posters so we can guarantee that none of our advertisements will be within 100m of schools.</p>
Enterprise Inns plc	<p>Enterprise continues to make use of the Drinkaware logo and is fully signed up to the Portman Group Code. In addition to this ongoing activity Enterprise ensures all marketing material is assessed for suitability to feature the Drinkaware brand and signed off by the Marketing Department..</p>	<p>Yes</p>	<p>Yes</p>	<p>Not applicable - no poster site advertising is placed by Enterprise Inns.</p>

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<p>Essentially Wine Ltd</p>	<p>Essentially Wine is a well-established business within its local communities, and new business largely comes through word-of-mouth recommendations from existing customers. As such Essentially Wine does still not currently advertise either its shops or its products, or sponsor any local events.</p> <p>In particular, Essentially Wine turned down an opportunity to sponsor a local event held to mark the 2012 Olympics. This would have generated valuable exposure to our key local community, but was declined as being inappropriate as the event was aimed at encouraging youths to join local sports clubs.</p>	<p>No, as Essentially Wine remains in a position where it cannot justify having to pay to do so.</p>	<p>N/A</p>	<p>We do not advertise anywhere.</p>
<p>Everards Brewery Ltd</p>	<p>In the last 12 months we have received no complaints from any source concerning the standard to which our brands are marketed; We have ceased offering certain types of marketing support in Scotland, in order to ensure we comply with the changes to Promotional legislation in that market, and in particular to avoid price discounts or encouraging excessive consumption levels. We believe all our Marketing initiatives fully comply with the Portman Group Code of Practice as well as the Responsibility Deal guidelines; We have a Media Agency who ensure we do not buy media space within the locality of schools, and we believe our standards of Marketing continue to match the highest in the industry.</p>	<p>Yes</p>	<p>Yes</p>	<p>Vetting via "The Village Communications" (media Agency).</p>

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First Drinks Brands Ltd	In the last 12 months we have received no complaints from any source concerning the standard to which our brands are marketed; We have ceased offering certain types of marketing support in Scotland, in order to ensure we comply with the changes to Promotional legislation in that market, and in particular to avoid price discounts or encouraging excessive consumption levels. We believe all our Marketing initiatives fully comply with the Portman Group Code of Practice as well as the Responsibility Deal guidelines; We have a Media Agency who ensure we do not buy media space within the locality of schools, and we believe our standards of Marketing continue to match the highest in the industry.	Yes	Yes	Vetting via "The Village Communications" (media Agency).
Frederic Robinson Ltd	We only promote our beer via Trade Press. All our labelling promotes responsible drinking.		Yes	We don't do this full stop.
Freixenet UK Ltd	UK advertising and social media follow the guidelines, as provided by Drinkaware.	Yes	Yes	No poster sites are used
Fuller Smith and Turner PLC	We continue to comply as per previous updates.	Yes	Yes	All media space is sourced from reputable media owners who have in turn signed up to the ASA code and whose responsibility it is to ensure our advertising is not placed within a 100 metres of a school.
Global Brands Ltd	We continue to review the Advertising and Marketing activity of all our alcoholic products taking into account our commitment to deliver on the pledge contained in A6. "Advertising and Marketing Alcohol."	Yes	Yes	All advertising activity is reviewed in line with our commitment to deliver on the pledge A6.
H. Weston & Sons Ltd	Westons has a policy of ensuring that the Drinkaware and enjoy responsibly logos are included in all our consumer communication. We work closely with Drinkaware. We do not promote the misuse of alcohol and will always encourage responsible consumption. We comply with Portman Group code and ensure that all activity is checked and signed off by the Portman Group, ASA and The Institute of Sales Promotion.	Yes included on all corporate communications.	Yes and all activity passed through this group for consultation and approval.	We employ the services of a recognized and dedicated media agency to manage all our booking of advertising sites. They are aware of the code as they work with other alcohol suppliers and ensure that all sites booked meet with this criteria.

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<p>Halewood International Limited</p>	<p>We support the development of a new sponsorship code and will contribute to the recently-announced consultation process either directly or via trade bodies. We adhere to the Drinkaware brand guidelines. In addition, we arranged training in March 2013 for all marketeers (internal and agency) on version 5 of the Portman Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.</p>	<p>Yes</p>	<p>Yes</p>	<p>We have instructed our media buying agency not to use poster sites on our behalf for alcoholic beverages which are within 100m of schools.</p>
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<p>Heineken UK</p>	<p>HEINEKEN believes it is important to ensure that our products are advertised and marketed responsibly.</p> <p>We recognise the importance of training and educating a broad number of our employees in the spirit of the Portman Code and the need for responsibility to be part of strategic planning as well as activity. Because of this we run two parallel programmes within Heineken.</p> <p>Firstly, we ask representatives from the Portman Group to work with our marketing teams and their agencies each year to train not just the Portman Code rules, but also the spirit of the code. We recognise that there are occasionally aspects of the code that only face to face training, working examples and practice in workshop environment can explain. This is followed up with the code of practice being published on our internal intranet to ensure that it can be accessed by everyone in the company.</p> <p>Secondly we run an online training programme through our Heineken Academy, which provide training on responsible commercial communication and brings it to life through examples of advertising from across the globe. This has to be completed by a broad range of our employees in the UK and a minimum 80% score is required to pass the programme. The content is refreshed annually.</p>	<p>In addition to the direct financial support HEINEKEN provides, we use all brand communication opportunities to raise the profile of the Drinkaware brand, including through our advertising, sponsorship and primary and secondary packaging. In 2012 we delivered Drinkaware media in kind value of £36.41m.</p>	<p>As a founding member of the Portman Group, HEINEKEN is fully compliant with the Portman Group code of practice for all of our advertisements</p> <p>The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks was introduced in 1996 and ensures that drinks are marketed in a socially responsible way and to an adult audience only.</p> <p>The Code applies to all pre-packaged alcoholic drinks and covers the drinku00b4s naming, packaging, point-of-sale advertising, brand websites, sponsorship, branded merchandise, advertorials, press releases and sampling.</p>	<p>We also work with our media buyers to ensure that no outdoor poster sites for our brands are within 200m of our schools, double the target we agreed when signing the Responsibility Deal.</p>
	<p>We are working closely with the Portman Group to develop the Sponsorship Code which we will fully comply with.</p>			

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<p>Iceland Foods Ltd</p>	<p>Iceland does not sell any Iceland Own Label Alcohol.</p> <ul style="list-style-type: none"> - All of Iceland's advertisements are designed and published in accordance with CAP/BCAP Codes. - Iceland does not promote nor does it intend to promote alcoholic products within our TV advertisement campaigns. - We do not advertise alcohol products on Iceland window posters either within store or externally and therefore there are never posters advertising alcohol within 100m of Schools. - On occasions we place a limited 1-2 page spread featuring alcohol in our Christmas magazine which is available in stores from mid-November to the end of December. This material is verified by our legal team to ensure it complies with Advertising Codes and states the drinkaware.co.uk website. 	<p>Yes</p>	<p>Iceland are not signatories to the Portman code however, we do comply with many aspects of the recommendations that the code stipulates.</p>	<p>Not applicable as Iceland does not use posters to advertise any alcohol.</p>
<p>ISBA - the Voice of British Advertiser</p>	<p>We continue to be the advertisers representative on the Advertising Code owning bodies, CAP and BCAP in the UK and the ICC globally.</p> <p>We reflect alcohol advertisers concern that the rules should be responsible, should not target those under the underage legal drinking age, and continue to allow advertising to adults; so providing consumer choice, a competitive market place and a support for UK business exports and jobs.</p> <p>Together with the Advertising Association we continue to work with all parts of the advertising and media businesses to seek further ways of making advertising better targeted at those who should be seeing it; not those who should not.</p>		<p>As a representative body we actively work alongside The Portman group.</p>	<p>See above</p>
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J Wray & Nephew UK Ltd	All our marketing and advertising material is Portman compliant.	Yes	Yes	We do not undertake advertising.
JD Wetherspoon PLC	<p>As a retailer and not a producer, JD Wetherspoon's pledge delivery was focussed on our support for and participation in the Portman Group coupled with an expectation that all alcoholic products we sell are marketed and promoted by their producers/suppliers in adherence to its guidelines.</p> <p>Our own marketing and promotional material is also produced in full adherence to the Portman Group guidelines.</p> <p>Both principles were fully applied in 2012/2013 and no complaints were made about either the promotion or marketing of the products we sold or own materials.</p>	Yes. Please see our annual update re support for the Drinkaware Trust.	Yes	We do not advertise externally on poster sites.
Joseph Holt LTD	All Government guidelines are included on all labels including: Drinkaware, Dangers to Pregnancy, Units, ABV	Yes	Yes	We have no poster site campaigns to date, but in any future launch we would be aware of this issue along with our marketing advisers.
Kingsland Wines and Spirits	We continue to follow the guidelines to ensure that all products supplied by our company are marketed responsibly.	Yes	Yes	We do not currently use poster advertising for our brands, therefore this is no relevant to our company.

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<p>Louis Latour Limited</p>	<p>In the year 2012/13 we have continued to market our company portfolio responsibly. Our advertising and marketing continues to be targeted towards businesses and industry professionals. In all cases we believe in the promotion of moderate responsible consumption of wine as part of a balanced lifestyle. We are a member of the Wine and Spirit Trade Association.</p> <p>Events and Sampling</p> <p>We participate in a number of trade and consumer events organised by ourselves, other organisations and distributors of our products. We ensure that only appropriate sampling takes place and that those sampling our wines are aged 18 or over.</p> <p>Print and online advertising & Social media</p> <p>Our online advertising is directed at a trade audience and focuses on promoting and providing information about the unique features of the wines in our portfolio. However we recognise that the internet is a public space and ensure that we work responsibly creating content that is suitable for a general audience.</p> <p>We place a limited amount of print advertising in trade titles each year. The execution of these adverts in is in line with our intention to promote moderate and responsible consumption of alcohol. We already include a responsible drinking message in any advert placed in a consumer title and will in future be including a similar message in any</p>	<p>Yes we do.</p>	<p>No but we refer to them as members of the WSTA.</p>	<p>We do not advertise on any poster sites.</p>
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trade advertising.

Sponsorship

In line with our desire to educate and promote responsible drinking as part of a healthy lifestyle we support a number of educational bodies, namely the Association of Food and Wine Service and Leith's Cookery School. We also have a long standing relationship with Pride of Britain hotel association.

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<p>Majestic Wine Warehouse Ltd</p>	<p>We are committed to the promotion of responsible drinking and retailing; the measures we have taken are highlighted in A1, A3, A4 and A5.</p> <p>Majestic Wine continues to be a member of Drinkaware and has regular contact with the body to keep in touch about campaigns and to ensure we comply with their guidelines.</p>	<p>Our website now includes information on responsible drinking, unit information, our commitments, the Drinkaware logo and a link to the Drinkaware website. http://www.majestic.co.uk/About/Responsibility</p> <p>All our emails to customers (we send 1 million emails per month) contain the WLG TGB logo and Drinkaware logo/website.</p> <p>Our seasonal wine guide Grape to Glass and all promotional flyers continue to include the Drinkaware website/ logo, the NHS drinking guidelines and unit information plus the pregnancy warning.</p> <p>As detailed in Pledge A1, we are changing the back labels on products, the new label includes the Drinkaware logo/website.</p>	<p>Yes, we continue to support the Portman Group's Code of Practice regarding the responsible naming, packaging and promotion of alcoholic drinks.</p>	<p>In conjunction with our media agency and property department, we ensure that we do not place advertising within 100 metres of schools.</p>
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Marks & Spencer	M&S is a member of the Portman Group and adheres to the Advertising Standards Authority's codes on advertising. We also have a policy not to place outdoor posters advertising alcohol within 100m of school gates and we use the Drinkaware brand across our advertising and marketing material.	Yes on advertising and marketing material	Yes	
Marston's PLC	This remains an agenda point in the respective buyer meetings.	Yes	Yes	Spot checks are undertaken during store visits within the take-home and marketing teams.
Maxxium UK Ltd	We continue to put internal marketing and industry codes of practice at the heart of our sales and marketing operating principles. We have created a set of guidelines to focus on the practical application of these: our Sales and Marketing Operational Guidelines which encompass all information relating to the operational processes which we undertake to ensure compliance with these codes, Drinkaware, The Public Health Responsibility Deal, The Portman Group code and the Scotch Whisky Association sponsorship code. Training has been rolled out to all staff who are involved in the sales and marketing of our brands.	Yes	Yes	This is included within our Sales and Marketing Guidelines and referenced during training sessions.
McMullen & Sons Ltd	We do not currently use external poster advertising to promote alcohol products. However, should we decide to do so we will ensure that no posters are sited within 100 metres of a school. We currently use our best endeavours to adhere to the Drinkaware brand guidelines.	No		

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<p>Mentzendorff & Co Ltd</p>	<p>We have continued our commitment to help develop a new sponsorship code requiring the promotion of responsible drinking and believe ourselves to already be working to these principles. We will continue to not place advertising within 100m of schools and adhere to the Drinkaware brand guidelines regarding clear and consistent usage.</p>	<p>We are aware of the importance of projecting the Drinkaware logo when communicating with consumers. We strive to include the Drinkaware logo on all 'above the line' marketing executions and will continue to develop the logo's inclusion into our corporate stationary and digital presence.</p>	<p>Mentzendorff & Co follow the Portman Group Code of Practice.</p>	<p>We will continue to not place advertising within 100m of schools, this is a non-negotiable priority in all brand executions.</p>
<p>Midcounties Co-operative</p>	<p>Working with Co-operative Retail Trading Group (CRTG), we are supporters of Drinkaware as regular users of the brand in our stores and through communications. We adhere to the Drinkaware brand guidelines and the following are examples of Drinkaware related communications.</p> <ul style="list-style-type: none"> - Challenge 25 posters displayed throughout our sites - Leaflet distribution across our trading area showcasing the Challenge 25 message and promoting Drinkaware - In store plasma screen messages relating to the Challenge 25 - Partnership work to promote the Challenge 25 message and Drinkaware with Gloucestershire police <p>Labelling all our own-brand beer, wine, cider and spirits products with an ingredient list, calorie content, unit formation and NHS drinking guidelines.</p>	<p>Yes through CRTG</p>	<p>Yes through CRTG</p>	<p>Through Co-operative Retail Trading Group, a document has been developed to provide guidance for all colleagues involved in the development and execution of advertising and marketing of alcoholic products. The document includes a direct link to the Drinkaware website to ensure that the latest guidance is followed.</p>

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<p>Mitchells & Butler plc</p>	<p>Mitchells & Butlers operate a Responsible Pricing and Promotions Policy for all alcoholic drinks, which is set out below. We want to make sure our guests are offered choice and value without inducements to drink to excess. We aim to offer guests real service and real value at fair, competitive prices. We also seek to encourage increasing numbers of guests to visit and return to Mitchells & Butlers restaurants and pubs, rather than to seek to encourage increased consumption by individual guests during any one visit</p> <p>All of our Company promotional material will avoid:</p> <p>Association with anti-social behaviour or violence</p> <p>Appealing particularly to under 18s rather than to adults</p> <p>Purchase by or sale to under 18s</p> <p>Association with illicit drugs</p> <p>Suggestion that alcohol can enhance mental or physical capabilities</p>	<p>Yes, we have the Drinkaware menu on our corporate website and included in a number of brand menus and websites.</p>	<p>No</p>	<p>We continue to include in all Mitchells & Butlers media buying contracts that advertising will not be placed within 100m of a school.</p>
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<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>We have met this pledge by:</p> <ul style="list-style-type: none"> - Undertaking one half day Responsible Marketing training update for all our Brand and Marketing teams - supported by representatives from CAP and the Portman Group. - Supporting the review and development of an updated Portman Group Code of Practice; - Developing and supporting the launch of a new sponsorship code through our work with the Scottish Government Alcohol Industry Partnership which is now being developed for UK-wide application. - Drinkaware brand guidelines: as one of the founder members of Drinkaware with continued active involvement in the organisation from CEO representation on the council through to day to day engagement by marketing and public affairs colleagues, we consistently follow Drinkaware guidelines and also ensure that the Drinkaware brand, website address and Why let the good times go bad campaign? logo are used in line with the guidelines on all our beer brands. 	<p>Yes - on all products.</p> <p>Why let Good Times is used for Carling - on pack and in marketing collateral and Coors Light on pack only.</p>	<p>Yes - and closely involved in the latest review and further development of it.</p>	<p>Regarding no alcohol adverts within 100m of schools: Molson Coors's media agency, Zenith Optimedia, has been briefed and follows this policy whenever buying media on behalf of Molson Coors.</p>
<p>Morrison Bowmore Distillers Ltd</p>	<p>Morrison Bowmore Distillers continues to act within the full guidance given in pledge A6 relating to advertising and marketing of alcohol. All of our advertising, both print and digital supports the responsibility message and also includes reference to Drinkaware.</p> <p>We follow the guidelines defined by the Scotch Whisky Association ('SWA') Code of Practice for Responsible Marketing and Promotion of Scotch Whisky.</p>	<p>Yes</p>	<p>No - we had assumed we were via our commitment to the SWA guidelines on responsible marketing. Action is being taken to ensure we sign up asap.</p>	<p>We don't use poster site advertising</p>
<p>No outdoor adverts are place within 100m of schools.</p>	<p>Responsibility Deal Alcohol Pledges</p>			

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Morrisons Supermarkets Plc	Morrisons abides by industry codes of practice on advertising and marketing of alcohol. This includes the Fifth Edition of the Portman Group Code of Practice on the Responsible Naming, Packaging and Promotion of Alcoholic Drinks (announced in November 2012) and the Committee of Advertising Practice (CAP) Advertising Codes, which are consistent with the Portman Code.	Yes	Yes	Our advertising partners adopt the Outdoor Media Centre's Standard of Best Practice, which commits to not displaying alcohol advertising on static panels located within a 100 metre radius of schools.
National Association of Cider Makers	We will be rolling out the Sponsorship code, drawn up by the Portman group, after it has been adopted. It is currently out to stakeholders for consultation.	NACM does on its website and its members do so on products, advertising and on their websites.	NACM is a subscriber to the code and one of its promoters.	Our members have compliance teams that are responsible for this.
Odeon Cinemas Ltd	Core team members have attended Portman Group training sessions on the responsible marketing of alcohol. These key personnel offer advice to the operational team. Portman Group training will be extended later in 2013 as the Portman Group launch their retailer training programme to broaden the expertise across the ODEON business.	Yes	No	Odeon's media buying agency has been briefed to ensure no out of home alcohol advertising within 100m of schools.
Outdoor Media Centre	In addition to the alcohol checks conducted in 2012 and the update to the schools list / site exclusion work conducted with Experian and the DfE, Outdoor Media Centre funded a further inspection on an alcohol campaign for Coors in April 2013. 588 frames were inspected across a number of cities. Results showed a 100% compliance rate. We have also put in place a fast response system with media owners whereby any frames found to be in error and reported to media owners will be rectified (over-posted with a non-alcohol poster) within 24 hours of notification. In the case of the Coors campaign the fast response was surplus to requirements because no non-compliant sites were found.			See above

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PLB Group Ltd	All own label products display the responsibility box and the Drinkaware website. We are working with branded producers to ensure their labels also, where possible, have the responsibility box.	Drinkaware is used on own label products, the PLB website and the portfolio.	Yes	PLB does not advertise any products.
Portman Group	<p>The Portman Group is committed to ensuring the responsible marketing, packaging and promotion of alcohol in the UK. In support of this, it operates and enforces a Code of Practice on the responsible promotion and packaging of alcoholic drinks sold or marketed in the UK, to which there are currently over 140 Code signatories. The review of the current (4th) edition of the Code was pledged under the Responsibility Deal has this has been completed. The review involved full public consultation and detailed expert workshops. The revised (5th) edition of the Portman Group Code will come into force on 31 May 2013.</p> <p>The Portman Group is also developing a separate Alcohol Sponsorship Code of Practice as part of the Deal. The Code is being drawn up in conjunction with alcohol producers and rights holders and will be launched in Summer 2013. The Code will have a six month lead in period and come into force early in 2014.</p>			
SA Brain and Company Ltd	We fully adhere to our own code of practice which avoids advertising to minors. Our social media activities also be sure that targeted activity applies only to those of legal drinking age.	Yes where appropriate	Yes	Our media buying company track this as they have a detailed knowledge of the Cardiff advertising landscape where the majority of our activity occurs.

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<p>SABMiller plc; Miller Brands UK</p>	<p>Miller Brands UK has further developed its internal processes to ensure that no alcohol adverts are placed on outdoor poster sites that are within 100m of schools. This includes a weekly committee of senior staff that assesses all materials produced for adherence to both the letter and spirit of this, and other, regulatory requirements.</p> <p>We have assisted in the development of the new sponsorship code requiring the promotion of responsible drinking and we have developed our own internal best practice for adhering to the Drinkaware brand guidelines. Where relevant this includes applying the Drinkaware messaging at a size of 5% of marketing and advertising materials.</p>	<p>We have developed our own internal best practice for adhering to the Drinkaware brand guidelines. Where relevant this includes applying the Drinkaware messaging at a size of 5% of marketing and advertising materials. The example of our application of the Drinkaware messaging to marketing materials has been highlighted by Drinkaware as part of its best practice guide.</p>	<p>Miller Brands are signatories of the Portman Group code.</p>	<p>Miller Brands UK has established an internal Sales and Marketing Responsibility Committee (SMRC) which meets (at a minimum) on a weekly basis to assess all marketing produced by the company against the letter and spirit of all relevant rules and regulations governing alcohol and which includes a commitment not to advertise alcohol on poster sites within 100m of schools.</p> <p>The establishment of the SMRC represents the application of the global standards for all businesses that are part of our parent company SABMiller Plc. These standards are included in our Policy on Commercial Communication, which complements all UK rules and regulations, and which can be downloaded from our website www.millerbrands.co.uk.</p> <p>Employees on SMRC are drawn from all areas of the business and all members receive training on responsible marketing on a regular basis.</p>
<p>Sainsbury's Supermarket Ltd</p>	<p>We are committed to being a responsible retailer of alcohol and this includes taking steps such as not promoting alcohol on our Facebook page.</p> <p>Where possible, we include lighter alcohol drinks in the promotions we advertise, such as our Buy 6 save 25% campaign.</p> <p>We also include lighter drinking features in our Live Well For Less customer magazine.</p>	<p>Yes</p>	<p>Yes</p>	<p>Our marketing teams are fully aware of this commitment and have also made our relevant suppliers aware.</p>

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Scotch Whisky Association (The)	<p>Activity to support delivery of pledge:</p> <p>Input to the consultations and workshops on the development of the new 5th edition of the Portman Group Code.</p> <p>The SWA is a Working Group member involved in the development of the Portman Group Sponsorship Code to be launched in 2013.</p> <p>Work to review the Scotch Whisky Association's Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky, which is mandatory to SWA's members advertising in the EU, is still in progress with the aim of publishing a revised Code in 2013. This initiative has been slightly delayed in order to take account of provisions in the revised Portman Group Code and new Sponsorship Code.</p>	Yes	Yes	N/A
Shepherd Neame Ltd	<p>We support the development of a new sponsorship code requiring the promotion of responsible drinking. We have never displayed advertising for our alcohol brands on poster sites within 100m of schools and fully support the introduction of such a restriction. We are committed to adhering to the Drinkaware brand guidelines to ensure clear and consistent usage across our brands.</p>	Yes	Yes	We do not advert on poster sites.
Southern Co-operative (The)	<p>Our advertising and marketing is governed through our trading arrangement with the Co-operative Retail Group and therefore operates in line with their policies and approach. Please see their progress report for further information.</p>	Yes	Yes	Alcohol adverts are not permitted on outdoor poster sites within 100m of schools. This forms part of our in store procedures.
St.Austell Brewery Co. Ltd	<p>Sign off process is clearly detailed.</p>			We only offer schools soft drink sponsorship.

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<p>T&R Theakston Ltd</p>	<p>We bench mark against responsible competitors</p> <p>Any promotional offer must be over several sessions</p> <p>We comply with industry guidelines</p> <p>All posters include Drinkaware details</p>			
<p>Tesco PLC</p>	<p>We are committed to avoiding any advertising and marketing of alcohol which could promote irresponsible drinking. This includes strict adherence to the Portman Group Code and the Drinkaware brand guidelines.</p>	<p>Tesco uses the Drinkaware logo on our websites.</p>	<p>Tesco is a signatory to the Portman Group Code.</p>	<p>Our outdoor advertising rarely features alcohol; however, we have instructed our agencies not to use poster sites within 100m of schools.</p>
<p>The SHS Group Drinks Division (formerly Beverage Brands)</p>	<p>As Portman Group members, we are committed to raising the bar on responsibility. We have been on the working group that has reviewed/revised/ upgraded the Portman Group Code.</p> <p>We have our own Code of Conduct (available if required) which applies to all our staff and agencies ensuring everyone involved in our brands understands our expectations on responsible marketing. All communications staff and agencies receive training from the Portman Group and CAP. All our advertising is voluntarily pre-approved by CAP. We have clear approval processes in place and often use the Portman Group Advisory service to double check our own decisions. We ensure that the Drinkaware messaging appears on all our communications, to trade and consumers. We have our own guidelines on Digital Marketing - this is a constantly dynamic area to get to grips with- a challenge for everyone as consumer created. We have been working over the last 12 months in educating retailers on what they can & cannot run from a consumer responsibility/acceptability perspective.</p>	<p>Yes</p>	<p>Yes</p>	<p>All agencies we use (Creative & media buying involved with 48sheet poster sites or 6sheet bus shelters) are tightly briefed in this area. We have had no issues over the last 3 or 4 years.</p> <p>If there was an issue most companies could remove their advertising within 24hours.</p>

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<p>Treasury Wine Estates</p>	<p>All marketing is vetted according to UK law and Portman code rules via a legal team before being implemented in market.</p> <p>All activity in the past year has conformed to all codes and laws and has included drink responsibly messaging and the Drinkaware logo</p>	<p>Drinkaware logo is used in all external marketing materials</p>	<p>We operate under the Portman code and are members of the WSTA which is signed up to the code.</p> <p>Adherence to the code is incorporated into standard process for marketing/selling and agencies and is vetted as standard procedure with Treasury's legal team</p>	<p>All marketing is vetted in the planning phase and also before final implementation according to UK law and Portman code rules via Treasury's legal team before being implemented in market.</p> <p>This includes the rules to avoid advertising near to schools</p> <p>Furthermore we have a media agency on retainer and they have been fully inducted into company rules and Portman group rules, which are incorporated as standard process into their media planning and buying on our behalf.</p> <p>The rule to avoid poster sites within 100m of schools has been specifically communicated to the agency and is adhered to.</p>
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<p>Wadworth</p>	<p>Our primary market is ale and as such our core target audience is generally more mature and our communications strategy has focused on this.</p> <p>We do not undertake price or volume loading promotions in our managed estate. All marketing communication has carried the Drinkaware website details and has been focused on a more mature market in terms of media buying such as broadsheet advertising.</p> <p>Online communication has been linked to core audience websites and has not extended to viral or younger profile websites.</p> <p>Our key brand website requires age verification at the home page.</p> <p>All local sponsorships of sports teams are on the condition that team members under drinking age should not wear our logo. We do not undertake advertising with youth team strips.</p> <p>All retail packaging has been updated and carries the appropriate health warnings and has been designed to appeal to the core audience rather than a youth audience.</p>	<p>Drinkaware website link on communication</p>	<p>Yes</p>	<p>Outdoor advertising is not part of our communication strategy.</p> <p>Any non-compliant outdoor sites would be flagged by our media buying agency.</p>
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Waitrose	We continue to take a responsible approach to the advertising of alcohol. This includes not displaying adverts promoting alcohol on outdoor poster sites within 100m of schools and always using the Drinkaware branding in our adverts - in line with the Drinkaware brand guidelines.	Yes	Yes	Strict part of our marketing guidelines.
Whyte & Mackay	We use the Drinkaware logo on all of our marketing communications including promotions, posters, point of sale material, advertising and social media. In addition we also ensure that our communications comply with the guidelines set out by the Portman Code to ensure that we are communicating responsibly. In 2012 we undertook an advertising campaign with The Sun newspaper which ensured that we featured the Drinkaware logo but we restricted our advertising to in paper and online only and did not take any billboard advertising during this campaign.	Yes	Yes	We did not take any billboard advertising last year.
Wine and Spirit Trade Association (WSTA)	<p>The WSTA promotes existing standards of responsible advertising to our members on an on-going basis. As a trade association the WSTA does not market, advertise or sponsor events in its own right. Our members are required to comply with the Portman Group Code and the various Advertising Codes and the WSTA continues to provide advice and support to help them to do so.</p> <p>We have been actively involved in the review of the Portman Group Code and we support the new sponsorship guidelines that the Portman Group has developed, which will create a voluntary code of conduct for sponsorship across the UK in line with Scottish Government Alcohol Industry Partnership guidelines.</p>	See above	See above	See above

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<p>Young & Co.'s Brewery P.L.C.</p>	<p>Head office monitored the majority of alcohol advertising undertaken by the Young's managed house pubs so as to ensure that any advertising was only done in accordance with the existing cap/bcap codes on advertising.</p> <p>Due to the number of Young's managed house pubs in the estate, this monitoring was supplemented by internal newsletters and team briefings (so that individual pubs took the necessary "ownership" of their advertising and understood the role they need to play in ensuring compliance).</p> <p>The need to monitor and enforce the "ban" on any alcohol advertising being placed by any Young's managed house pubs on any outdoor poster site within 100 metres of a school was briefed to managers via team briefings and internal newsletters.</p>	<p>Yes, as referred to in our update on pledge A5.</p>	<p>Yes</p>	<p>See above</p>
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