



Retailers and alcohol: A European perspective

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What is EuroCommerce ?

- EuroCommerce was founded in 1993
- Represents the retail, wholesale and international trade sector
- More than 100 members:
 - national trade associations from 29 countries
 - individual companies
 - European and national sectorial trade associations
 - International associations –eg. USA (FMI and NRF), Canada, China, India, etc.



EuroCommerce represents a unique mix of companies - from world leading international companies all the way down to the corner shop



Our mission

- To promote the visibility and defend the interests of commerce vis-à-vis the EU institutions
- To raise awareness among EU decision makers of the impact of future legislation on commerce
- To improve the quality of legislation so as to reduce costs and uncertainties for businesses
- To keep its members informed of EU developments impacting on their daily activities
- To raise awareness of its members on political issues at EU level; e.g. on the alcohol dossier



EuroCommerce and the Alcohol dossier

- Member of the EU Alcohol and Health Forum
- **Commitment to raise awareness amongst the membership and encourage members to take action to reduce alcohol-related harm**
- 3 members directly involved in the Forum and more to come



Retailers and Alcohol across Europe

- Drinking patterns and cultures vary across the 27 MS
- National legislation varies from one MS to another (e.g. minimum age to buy alcohol)
- Actions from retailers consequently vary:
 - Preference for different initiatives
 - At different pace
 - Tailor-made for retailers



Retailers and Alcohol across Europe

- Common concerns highlighted by the Forum:
 - **Reduce harm** ⇒ general goal
 - **Curb under-age drinking** ⇒ enforcement of legal age to buy alcohol
 - **Educate** ⇒ National authorities' responsibilities. Retailers can inform on responsible consumption and alcoholic beverages but not educate
 - **Stop irresponsible commercial behaviour** ⇒ develop codes of conduct adapted to the retail business

The Netherlands

- Dutch Food Retail Federation (CBL):
"We do not sell alcohol < 16" – Dec 2006





The Netherlands

- Company rules (PVAD – retailers' platform):
 - No alcohol for minors under 16
 - Age identification at point of sale / till prompts
 - No alcoholic drinks near soft drinks
 - No free offers of alcoholic beverages
 - No advertising containing free offers
 - Maximum discount permitted is 50% off the normal retail price
 - No selling to drunks



France

- French Retail Federation (FCD):
"Action Prévention Alcool" – May 2008



1. Recall legal obligations for the sale of alcohol to minors < 16
 - Legal notice clearly visible where alcohol is sold in store (within 6 months)
2. Use of the logo "Below 18, I do not buy"

3. Improve and simplify consumer information on alcoholic beverages

- Labelling of alcohol units for all own-brand alcoholic products (70% of products labelled in May 2009)



=25cl



=3cl



=3cl



=10cl



=20cl



France

4. Code of conduct for tastings in stores:

- Recall ban for the sale of alcohol to minors < 16
- No tastings proposed to minors < 18, to women noticeably pregnant and drunks
- Tasting in small quantities – always specify the alcohol content
- Message on responsible drinking (e.g. 'the one driving is not drinking'; 'the abuse of alcohol may damage your health'...)

⇒ As from 1 September 2008

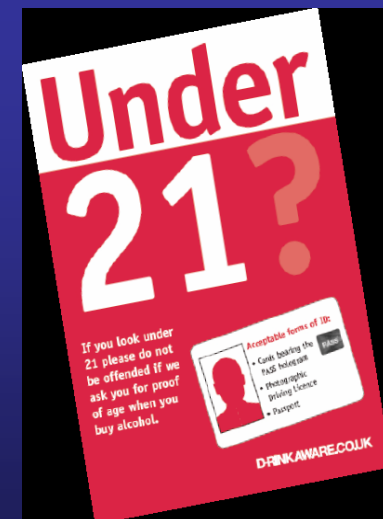
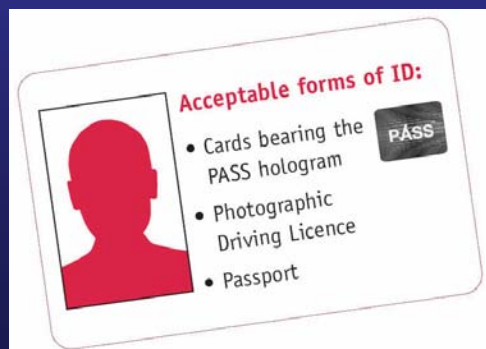


The UK

- British Retail Consortium (BRC):
“Responsible Sale of Alcohol” – since 2005

1. Tackling under age sales

- Challenge 21 initiative
- Till prompts

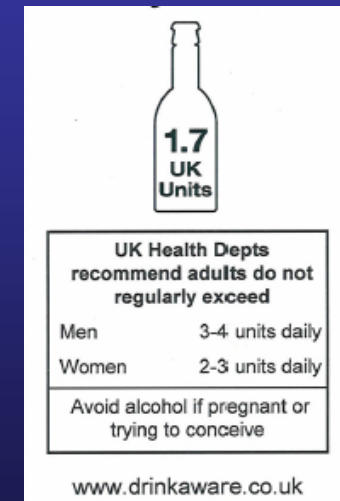




The UK

2. Information on responsible consumption

- Alcohol Unit
- Recommended maximum daily intake for men and women
- Link to drinkaware trust website
- Agreed health messages





The UK

3. Codes of conduct

- British Code of Advertising, Sales Promotion and Direct Marketing
- Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks
- Responsible Retailing of Alcohol: Guidance for the Off-Trade ⇒ sitting of alcohol in store; promotions; staff training

Germany

- German Retail Federation (HDE):
 1. Information Campaign on youth protection rules when selling alcohol – July 2005 / Sept 2007
 - Launched by the Federal Ministry of family matters in cooperation with HDE (amongst others)
 - Practical application of the youth protection rules when selling alcoholic beverages to young people (30.000 posters and 250.000 flyers distributed)
 - Support of the campaign by retail businesses of all sizes and distribution forms





Germany

2. Cooperation with German Association of Spirits (BSI) on training initiative for employees – December 2007



Fakten
Das Jugendschutzgesetz im Überblick

Getränke	Abgabe / Verzehr unter 16 Jahren	Abgabe / Verzehr ab 16 Jahren	Abgabe / Verzehr ab 18 Jahren
Bier	verboten*	erlaubt	erlaubt
Biermischgetränke	verboten*	erlaubt	erlaubt
Wein und Sekt	verboten*	erlaubt	erlaubt
Weinhaltige Mischgetränke	verboten*	erlaubt	erlaubt
Spirituosen (Schnaps, Korn, Wodka, Whiskey, Tequila, Liköre, Gin, Cognac etc.)	verboten	verboten	erlaubt
Spirituosenhaltige Mischgetränke	verboten	verboten	erlaubt

das jugendschutzgesetz



Germany

3. Till prompts

4. Current developments in the land of Baden-Württemberg:

Discussion on restricted off license trading hours from 22 h to 6 h.

Strong opposition from HDE \Rightarrow difference of treatment between retailers and the hospitality sector



Conclusions

- Retailers have launched various initiatives to tackle alcohol-related harm
- They are adapted to the national context AND to the retail business
- More stringent regulations on e.g. price, siting of alcohol in store, minimum age etc. will only make alcoholic products more attractive
- Education must be a priority!



Thank you

**EuroCommerce web-site :
www.eurocommerce.be**

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