



Task Force on Marketing Communication

European Alcohol and Health Forum

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HOTREC



SR-Codes and the hospitality industry

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HOTREC - Hotels, Restaurants and Cafés in Europe



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and the hospitality sector
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Director, Pub & Leisure, BBPA

I. Brief introduction to HOTREC



Who are we?

- European Confederation
- Hotels, restaurants, cafés
- 40 national associations in 25 countries
- The hospitality sector: 92% of micro-enterprises employing less than 10 people!

II. HOTREC and the Alcohol Forum

HOTREC joins the Alcohol Forum

- Decision at Vilnius GA (Sept. 2007)
- Commitment “*Call for actions*” (Feb. 2008)
 - Raising awareness among national associations
- HOTREC members in the Alcohol Forum so far:
 - British Beer and Pub Association (BBPA)
 - Finnish Hospitality Association (FHA)
 - Swedish Hotel and Restaurant Association (SHR)

III. Marketing communication



The hospitality industry and marketing communication services

- In relation to the sale of alcohol, marketing communication services are rarely used by hotels & restaurants!
- Hospitality sector has taken steps to enhance responsibility in selling of alcohol

III. Initiatives by hospitality industry

National associations involved in various initiatives on responsible selling of alcohol

- Codes of practices
- « Don't drink & drive » campaigns
- Server training programmes
- Educational programmes
- SR-codes on commercial communications

III. SR-codes & hospitality industry

SR-code

- The Danish experience:
 - Danish Common Standards for Commercial Communications
 - Signed by HORESTA with alcohol producers + others
 - HORESTA is part of the Alcohol Advertising Board with alcohol producers and other organizations
 - *“SR-code on marketing of alcohol is very important”*
 - *“A good platform for ensuring responsible marketing and promotion of alcohol”*

III. SR-codes & hospitality industry

SR-standard

- The Finnish experience
 - Self-regulation as regards licensed premises
 - “*plays an important role in preventing misconduct*”
 - FHA developed a SR-standard in relation to responsible selling and serving of alcoholic beverages
 - Standard to provide guidance and to avoid serious offences (i.e. underage drinking and serving intoxicated customers)
 - Standard currently under revision, updated version by 2008

III. SR-codes and hospitality industry

Social Responsibility

- The Swedish case
 - Very strict legislation regulating selling, serving and marketing of alcoholic beverages!
 - SHR does not have a specific SR code in relation to the marketing of alcoholic drinks but...
 - A broad “*Ethics Programme*” with which SHR members have to comply
 - Specific part on responsible serving of alcohol

III. SR-codes and hospitality industry

SR-codes

- SR-codes co-signed with alcohol producers and other stakeholders in:
 - Belgium
 - Denmark
 - Ireland
 - Portugal
 - UK
 -



*Different countries = different local circumstances
= different views/approaches vis-à-vis SR!*

III. SR-codes and hospitality industry

SR-codes

- For the British example...

*We give the floor
to the British Beer and Pub Association*

**DR. MARTIN RAWLINGS, DIRECTOR PUB & LEISURE
BRITISH BEER & PUB ASSOCIATION
HOTREC MEMBER**

Who are we?

- **National Trade Association representing brewers and pub companies (Brewers' Society first established in 1904)**
- **Represent two thirds of the 57,200 pubs in the UK**

What do we do?

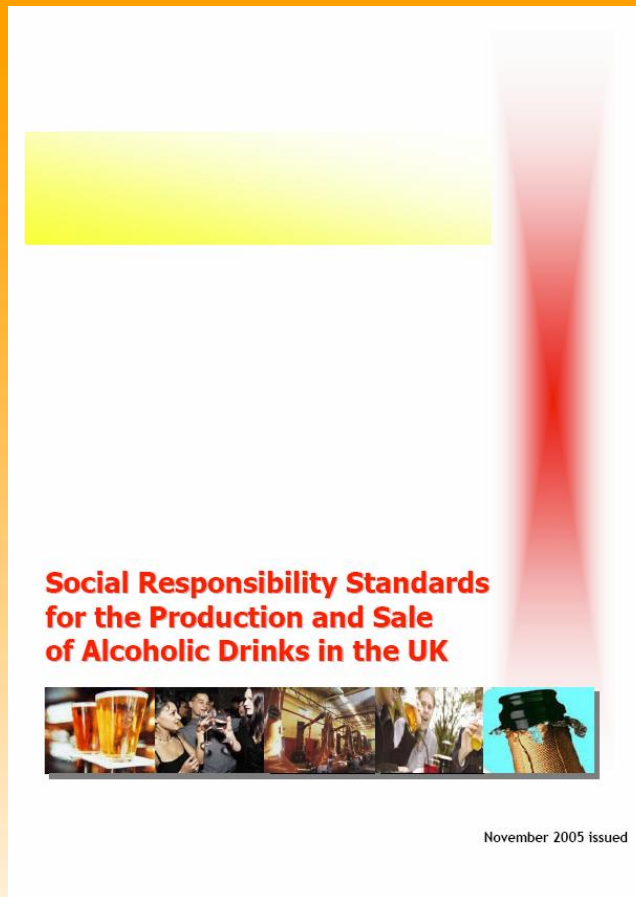
- **Lobby local, national government and European institutions on behalf of the industry**
- **Liaise with other interested parties**
- **Promote good practice**

UK Hospitality Industry



Social Responsibility Standards

for the Production and Sale of Alcoholic Drinks in the UK



Social Responsibility Standards (signatories)

Promoted by:

Advertising Association



Association of Convenience Stores



Association of Licensed Multiple Retailers



Bar Entertainment and Dance Association



British Beer & Pub Association



British Hospitality Association



BII



British Retail Consortium



Federation of Licensed Victuallers Associations



Gin and Vodka Association



Guild of Master Victuallers



National Association of Cider Makers



Scotch Whisky Association



Society of Independent Brewers



The Portman Group



Wine and Spirit Trade Association

These Standards are supported by the above trade associations and organisations.



Social Responsibility Standards

Statement of Intent

These standards have been compiled by the sponsoring organisations in partnership with Government and other agencies drawing together existing good practice and advice into a cohesive set of standards.

They have been produced in order to assist businesses, individuals and organisations involved in the production and sale of alcohol in promoting the broader social responsibilities that go with the sale of alcohol.

Member companies have undertaken to adopt these standards, to ensure that they are adhered to and maintained within their respective businesses, working in partnership with Government, Crime & Disorder Reduction Partnerships and local communities.

These standards are also recommended to all those producing or selling alcohol who are not members of the organisations promoting these standards.

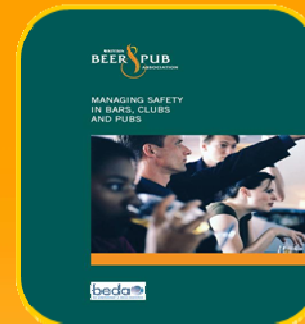
Initiatives & Guidance



Best Bar None



Challenge 21 Poster



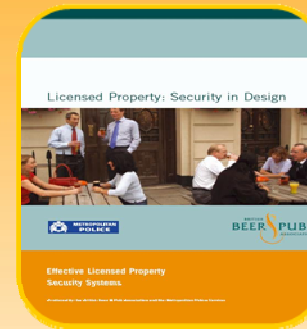
Managing Safety in Bars, Clubs and Pubs



Noctis: Dispersal Policy



Drugs and Pubs



Security in Design



BBPA's EAHF Commitment

- A strategy to curb under-age drinking
- Challenge 21 poster (part of the Social Responsibility Standards mentioned): placed in public houses includes information on offences and proof of age including PASS. The poster is freely available on the BBPA website, along with information on PASS and links to the PASS website

Over 350,000 posters distributed across the UK



The poster features a large red circle with the number '21' in white. Text inside the circle reads: 'If you are lucky enough to look under 21 you will be asked to prove that you are **over 18** when you buy alcohol'. Below the circle, it states: 'If you are under 18 you are committing an offence if you attempt to buy alcohol'. A box lists acceptable forms of proof: Photocard, Driving Licence, Passport, and Proof of age cards bearing the PASS hologram. The PASS logo is also visible. At the bottom, it includes the website 'DRINKAWARE.CO.UK BEERANDPUB.COM' and the 'BRITISH BEER & PUB ASSOCIATION' logo.

90% of 18-24 year olds are aware of this scheme (Source: YouGov)



Thanks for your kind attention!

www.hotrec.eu

www.beerandpub.com

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