

## About minimum unit price

### A briefing for partners

#### What is a minimum unit price?

A minimum unit price is a targeted measure that will link the price of alcohol to its strength - the more units of alcohol, the higher the price. It is designed to increase the price of the most harmful alcohol, such as strong white cider. This will protect vulnerable younger and heavier drinkers who are more likely to drink cheap alcohol and suffer the consequences by pricing it out of their hands. It won't increase the price of a pint in the pub. It will tie the cost of alcohol to its strength – having the greatest impact on the cheapest, strongest alcohol. It will have little/no impact on the price of a pint in a community pub.

After ten years, every year in England a minimum 50p per unit will:

- save 3,393 lives
- reduce hospital admissions by 97,900
- cut crimes by 45,800
- cut unemployment by 27,100
- save 296,900 working days lost through absenteeism
- reduce the amount younger and heavier drinkers consume.

A majority of North Easterners (56%) support MUP.

#### You get what you pay for

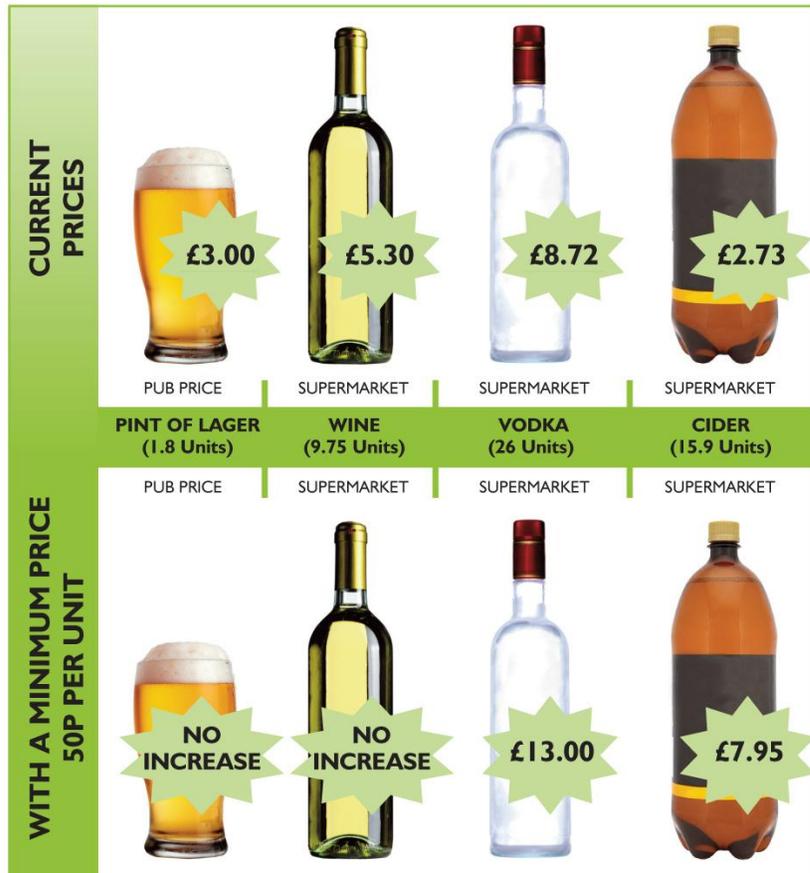
As with anything, with a minimum unit price you get what you pay for. Setting the price lower than 50p will realise fewer benefits. Setting it higher will achieve more.

After ten years, a minimum 40p per unit will annually: save 1,381 lives; cut 16,000 crimes; reduce hospital admissions by 40,800; save 100,400 days lost to absenteeism and cut unemployment by 12,400.

After ten years, a minimum 60p per unit will annually: save 5,875 lives; cut 88,400 crimes; reduce hospital admissions by 168,800; save 590,300 days lost to absenteeism and cut unemployment by 43,400.

#### What will it cost me?

A minimum 50p per unit will cost a moderate drinker an average 28p extra a week or an average £14.45 extra a year. Here are some examples of the impact a minimum 50p per unit will have on some drinks:



### It's already working

A minimum unit price is already working in Canada and is supported by the majority of North Easterners. A minimum 50p per unit has been approved for Scotland.

### A question of trust

Some global alcohol companies oppose minimum unit price. You may hear their arguments, but at the end of the day, it all boils down to trust. A minimum unit price is supported by people who put your health and wellbeing first, such as the British Medical Association. It is opposed by some who have a legal obligation to put the profits of their shareholders first. So, we'll be asking North Easterners who they trust.