



# **The Price is Right -**

**protecting communities through  
action on alcohol sales**



**Alcohol Concern**  
Making Sense of Alcohol

**Alcohol Concern is the national agency on alcohol misuse. We work to reduce the incidence and cost of alcohol-related harm and to increase the range and quality of services available to people with alcohol-related problems and their families.**

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## Executive summary

Alcohol consumption in the UK has risen markedly in the last 70 years. Evidence shows that the higher the alcohol consumption level of a country, the greater the harm inflicted on that society. The total cost of harm from alcohol was estimated by the government in 2008 to be between £17.7 and £25.1 billion per annum.<sup>1</sup>

Additionally, there are the intangible costs, for example the pain and suffering caused to the family of an alcohol misuser, or the widespread fear of alcohol-related crime and anti-social behaviour. Such costs are not yet well researched, but are commonly identified as contributing to the overall cost of alcohol-related harm on individuals, families, communities and society as a whole.

However, research also shows that consumption levels are affected by the affordability of alcohol. This report investigates the relationship between the price of alcohol, consumption levels and alcohol-related harms.

In short, alcohol responds to price increases like most consumer goods on the market; when other factors remain constant, an increase in the price of alcohol generally leads to a decrease in consumption and vice versa. Analysis of trends in alcohol price and consumption show that this has been the case in the UK – as alcohol has become more affordable, consumption has increased.

Therefore, it is possible to use price as a lever to encourage responsible drinking and lower consumption, thereby leading to a reduction in alcohol-related harms and corresponding savings in the costs to healthcare, criminal justice and the workplace. The report investigates two possible ways of using price to lower consumption, by raising taxes or by introducing a minimum price for alcohol, below which alcohol should not be sold.

Alcohol Concern concludes that a mandatory code of practice should be introduced to regulate the retail drinks industry. This should include a ban on irresponsible promotions, mandatory point of sale information and unit labelling, greater choice over measures and a mandatory obligation to operate a proof of age scheme. The code should, as its most important measure, introduce a minimum price per unit of alcohol, in both the on and off-trades. This is the most effective and efficient lever to tackle irresponsible drinking, whilst not significantly affecting moderate, responsible drinkers. We recommend a minimum price of 50p per unit of alcohol.

## Introduction

This report has been written at an important time for alcohol policy in the UK. As the figures on the next page show, alcohol consumption has risen markedly. The associated harms to the population, and the cost to our economy of those harms, are a matter of urgent concern.

In 2008, media reports speculated that the government was set to introduce a minimum price per unit of alcohol as a major public health initiative, with the intention of regulating the sale of alcohol and eliminating the sale of below-cost or 'loss-leading' alcohol in retail outlets, notably supermarkets. In 2008 the Department of Health published the 'Independent Review into the Effects of Alcohol Pricing and Promotion', conducted by the School of Health and Related Research at the University of Sheffield.<sup>2</sup> This important research found that the higher the level of minimum price, the greater the reduction in consumption and alcohol-related costs and harms. However, no such legislation to introduce a minimum price was included in the Queen's Speech 2008, encouraging suggestions that the government had shelved the idea largely due to its anticipated unpopularity with voters during a recession.

In January 2009, the Scottish Government published a series of proposals<sup>3</sup> intended to reduce alcohol consumption, support families and communities, regulate sales, promote public awareness and improve treatment and support for alcohol misusers. As a measure to reduce consumption, the 'Framework for Action' included a proposal to apply a minimum price for alcohol, based on 'strong and consistent evidence linking the price of alcohol to the demand for alcohol'. The announcement received mixed reactions from both English and Scottish media, and within the Scottish parliament.

The Chief Medical Officer of England's Annual Report for 2008,<sup>4</sup> published in March 2009, supported a minimum price policy and recommended a 50p per unit price level. Again, the proposal received a mixed reaction, with both Gordon Brown and David Cameron quick to disassociate themselves with a policy they assumed would punish moderate drinkers. However, the proposal has received support from Alcohol Concern, the Faculty of Public Health, the Royal College of Physicians and the Liberal Democrats among others.

For minimum pricing to be an attractive public health policy, the government would need to be first convinced that an increase in price would lead to a reduction in overall alcohol consumption and, second, that a reduction in overall consumption would be matched by a corresponding reduction in harmful alcohol use. This report brings together evidence for both in order to make a case for the introduction of minimum pricing for alcohol.

The Policing and Crime Bill 2009 included an enabling power to introduce a mandatory code of practice for the alcohol industry. Alcohol Concern supports the introduction of a mandatory code, however if the country is to stem the tide of irresponsible drinking and tackle alcohol-related crime, disorder and health harms, minimum pricing policy should be considered as a priority under this code.

## Alcohol consumption levels

Alcohol consumption has varied throughout history to a considerable extent. Generally, consumption in the UK has risen markedly since the Second World War.<sup>5</sup>

Over 90% of the adult population drink,<sup>6</sup> however the UK does not have a uniform drinking culture. Alcohol consumption varies in different parts of the country with average weekly unit consumption, for example, varying between 12.3 units in London and 16.5 in Yorkshire and Humber.<sup>7</sup> In all parts of the country, men drink approximately twice as much as women.<sup>8</sup>

Per capita consumption is an important indicator of the amount of alcohol being consumed in the country.

*Men in the UK consume 18 units of alcohol per week on average. UK women consume an average of 7.7 units per week.<sup>9</sup>*

*Among men, 31% reported drinking on average more than 21 units in a week. For women, 20% reported drinking more than 14 units in an average week.<sup>10</sup>*

*The estimated number of higher-risk drinkers in England in 2006 was 2.6 million.<sup>11</sup>*

*1.1 million of the adult population in Britain are alcohol dependent.<sup>12</sup>*

*From the late 1950s onwards, there has been a more than 100% escalation in per capita consumption of pure alcohol per year, from about four litres to over eight litres.<sup>13</sup>*

*In most developed countries, approximately 20% of drinkers consume approximately 80% of all alcohol sold. This has been shown to be similar in the UK.<sup>14</sup>*

*England's 2.29 million harmful drinkers (men drinking 50+ units per week and women drinking 35+ units per week) drink on average just over 69 units per week each, spending £2,233 per year on alcohol. This equates to £5.1 billion pounds spent in total per annum by this group alone.<sup>15</sup>*

*England's 1.39 million 11-18 year old drinkers drink on average 12.5 units per week each, spending £610 per year on alcohol. This adds up to a total of £849.7 million pounds spent per year by underage drinkers.<sup>16</sup>*

## Affordability and availability

Research shows that alcohol responds to price increases like most consumer goods on the market, i.e. when other factors remain constant, an increase in the price of alcohol generally leads to a decrease in consumption and vice versa.<sup>17</sup> In support of this principle, analysis of trends in alcohol price and consumption show that, as the price of alcohol has decreased in the UK, consumption has increased.<sup>18</sup>

The 'real price of alcohol' (a measurement of price in relation to household income) has declined steadily over the past fifty years.<sup>19</sup> Alcohol was 69% more affordable in 2007 than in 1980.<sup>20</sup>

A review of the evidence shows that greater affordability of alcohol leads to an increase in consumption and an increase in the price of alcohol has an opposite effect. In their 2009 meta-analysis of 112 studies, Wagenaar, Salois and Komro concluded that if the price of alcohol rises, consumption falls.<sup>21</sup>

*There is strong and consistent evidence that price increases result in reduced consumption.*

British Medical Association, 2008<sup>22</sup>

Regarding the availability of alcohol, the number of premises licensed to sell alcohol in England and Wales has dramatically increased over the last 30 years, from 128,054 in 1980<sup>23</sup> to 162,300 in 2008<sup>24</sup>. Besides the increase in the actual numbers of these outlets, there has been a broadening of the types of premises involved. For instance, the Licensing Act of 1961 made alcohol available in supermarkets.

The increase in premises, especially in town and city centres, has led to more competitive practices, including heavy discounting, which is associated with binge-drinking and increased drunkenness.<sup>25</sup>

*The promotion of alcohol is an enormously well-funded, ingenious and pervasive aspect of modern life...exposure to repeated high-level alcohol promotion initiates pro-drinking attitudes and increases the likelihood of heavier drinking.*

Babor, T et al, 2003<sup>26</sup>

## Consumption and harm

For all types of alcohol-related health harm, including cancers, cardiovascular diseases and cirrhosis of the liver, the more an individual drinks, the greater the risk of harm.<sup>27</sup>

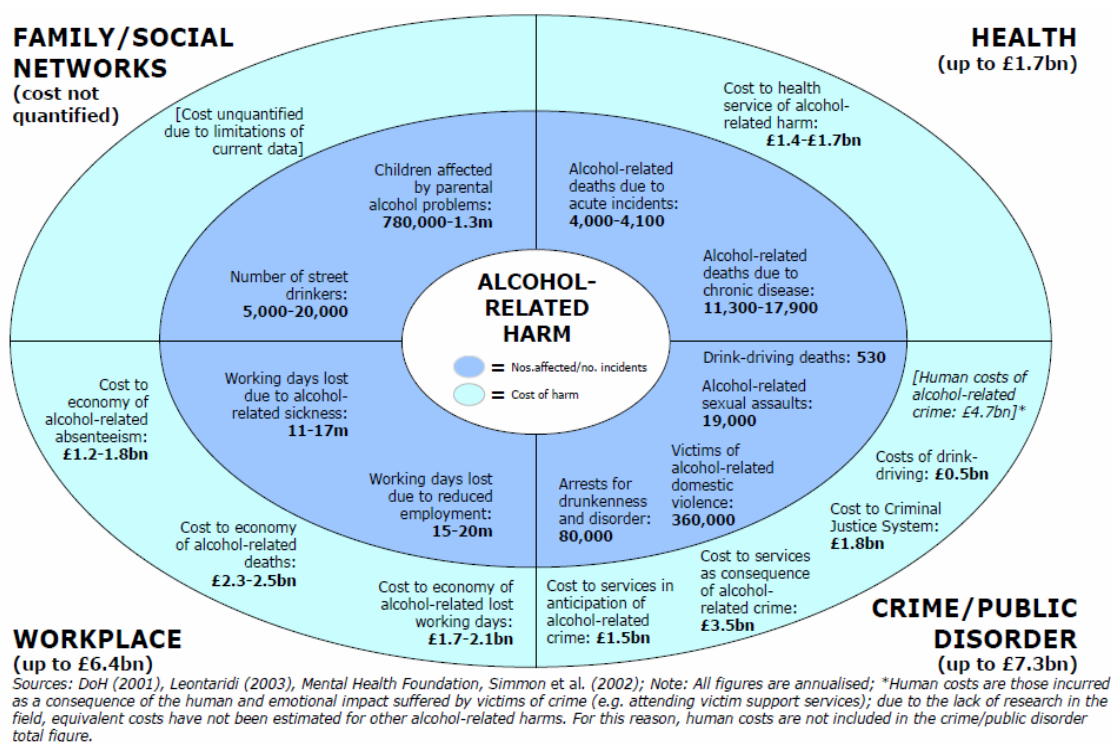
The European Comparative Alcohol Study, financed by the European Commission, found that as a country's alcohol consumption goes up and down, the harm done by alcohol goes up and down in parallel.<sup>28</sup> This applies to all European countries.

Furthermore, the higher the alcohol consumption of a country, the greater the harm from alcohol.<sup>29</sup>

In the 30 years from 1970 to 2000, deaths from chronic liver disease:

- Increased among men in the age group 25-44 from 49 per annum to 470 (959%)
- Increased among women aged 25-44 from 29 to 268 (924%)
- Increased among men aged 45-64 from 339 to 1526 (450%)
- Increased among women aged 45-64 from 240 to 769 (320%)<sup>30</sup>

### The numbers affected and how much it costs



Source: Cabinet Office (2003) Interim Analytical Report for the National Alcohol Harm Reduction Strategy



There has also been proven a worrying link between alcohol use and deprivation. Department of Health analysis of Office of National Statistics data indicates that alcohol-related death rates are approximately 45% higher in areas of high deprivation. For women living in the most deprived areas, alcohol-related death rates are three times higher than for those living in the least deprived areas and for men this figure was five times higher.<sup>31</sup>

*Research evidence clearly shows that these levels of harm are affected by changes in the population level of consumption.*

Anderson, P & Baumberg, B, 2006<sup>32</sup>

*The scientific evidence indicates that, for the health of the public, action is required to reduce the consumption of alcohol at a population level.*

British Academy of Medical Sciences, 2004<sup>33</sup>

## Price and harm

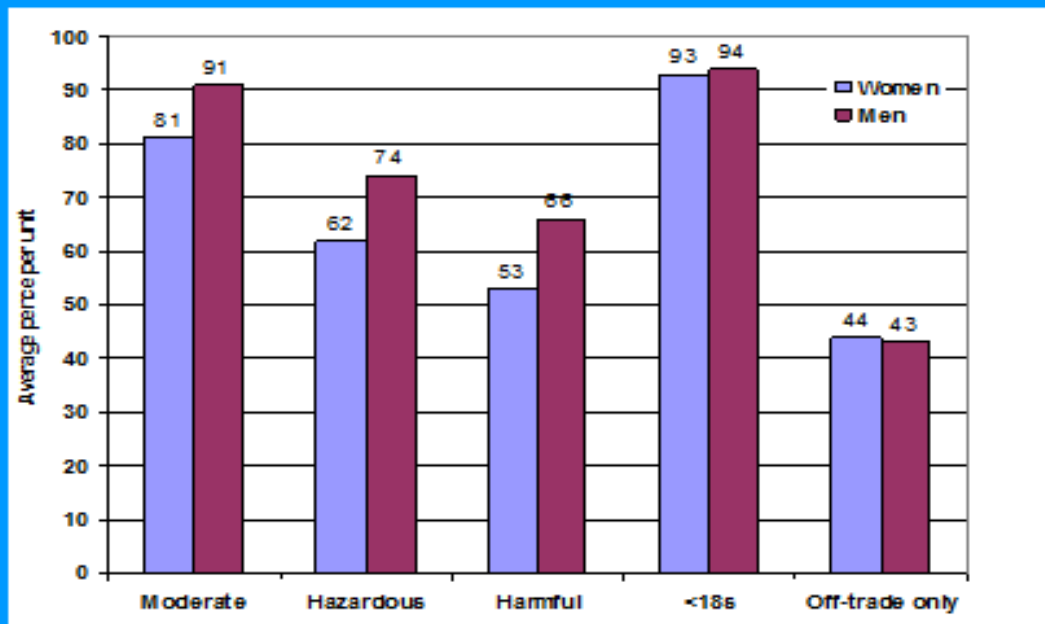
Some studies have investigated not only the relationship between price and consumption, but the relationship between consumption and harm. For example, researchers have reported that price increases have the effect of reducing rates of alcohol-related violence and crime.<sup>34</sup> A 2006 study examining the influence of the price of beer on violence-related injuries in England and Wales found that increased alcohol prices would result in substantially fewer violent injuries and reduce demand on trauma services.<sup>35</sup>

In terms of health, a reduction in deaths from liver cirrhosis as a result of increasing tax has been estimated,<sup>36</sup> as has a reduction in drink driving deaths.<sup>37</sup>

While increasing the price of alcohol has been shown to reduce alcohol-related harm across all population groups, some groups of drinkers experience a greater impact than others. Young drinkers, and frequent and heavier drinkers, tend to experience a more significant reduction in consumption levels than less frequent and lighter drinkers.<sup>38</sup>

This is because hazardous drinkers tend to choose cheaper drinks, this is true for both young binge-drinkers and for problem drinkers.<sup>39</sup>

# Who pays how much...



Source: Meier et al (2008)

## Alcohol policy options

Whether alcohol misuse is a matter of individual responsibility or a target for state intervention is an argument often revisited. However, alcohol misuse has a wider than individual impact. An individual's alcohol misuse can significantly affect those around him or her, creating or perpetuating problems within both the home and the workplace. Alcohol misuse can be a significant factor in anti-social behaviour, domestic violence, neglectful parenting, unemployment, homelessness and unplanned pregnancy, for example. This effect has been referred to as 'passive drinking' by the Chief Medical Officer in his 2008 Annual Report.<sup>40</sup> The burden of alcohol misuse on individuals, families and society as a whole therefore makes the case for policy intervention in order to protect society as well as the individual.

Effective alcohol control policies are those which reduce overall consumption levels and minimise the harm to the individual, their family and wider society.

## A mandatory code of retail practice

The report will later review long term policy options for lowering consumption through price controls on all alcoholic products. Such measures are necessary in order to bring about a country-wide change in attitude to alcohol which encourages people to drink more responsibly. However, measures to tackle the lack of self-regulation demonstrated by the alcohol industry are an achievable, short term goal. Thus far, voluntary regulation by the industry has failed to eliminate bad practice, despite

repeated promises that this would happen. Alcohol Concern believes that the alcohol industry should be independently regulated, with proactive monitoring of compliance with relevant codes. Regulations should include a requirement for improved information for the public about safe drinking levels and the consequences of alcohol misuse, in order to enable healthy choices to be made.

There should be a new mandatory code of practice for the alcohol industry, an enabling power for which has been included in the Policing and Crime Bill 2009. The mandatory code should be enforceable, transparently managed and encourage the spread of best practice through recognition of success.

Our five priorities for a nationally applicable mandatory code are:

1. A ban on irresponsible promotions that encourage and incentivise excessive drinking in the on-trade.
2. A ban on deep discounting and loss-leading, through the introduction of a 50p per alcohol unit minimum price in both the on and off trades.
3. Mandatory point of sale information on total units per drink wherever alcohol is sold. There should be a legal requirement for all bottles and cans to be labelled with a Department of Health standard worded health message alongside unit information.
4. An automatic choice to buy alcohol in standard small measures if desired. All on-trade outlets should be required to provide 125ml measures of wine, alongside the standard 175ml and 250ml measures, allowing customers to choose smaller amounts if they wish.
5. A mandatory obligation to operate a proof of age scheme wherever alcohol is sold. All outlets should be required to operate Challenge 25, in which any customer who does not look 25 years of age or over should be required to provide valid photo identification, in order to restrict underage sales and proxy purchasing.

The inclusion of these five priorities will ensure that a mandatory code is as effective as possible in promoting the licensing objectives, namely the prevention of crime and disorder, the prevention of public nuisance and the protection of children from harm.

## Taxation

Taxation on alcohol has traditionally been used by governments to increase alcohol prices and therefore reduce consumption and alcohol-related harms, whilst raising revenue in the process. Additionally, tax increases are easy to establish in law and to enforce in practice. Taxation might be considered as an alternative to the introduction of a minimum price for alcohol, and while raising duty on alcohol might be a positive first step, this section will explore whether using taxation as a policy lever will achieve the desired effect.

A recent illustration of the link between tax, price and health is provided by Finland,

where in 2004 the government reduced alcohol excise duty by an average of 33% in order to reduce the number of cheap imports from abroad. The result was an immediate 17% increase in alcohol-related mortality, equivalent to approximately eight additional alcohol-related deaths per week.<sup>41</sup>

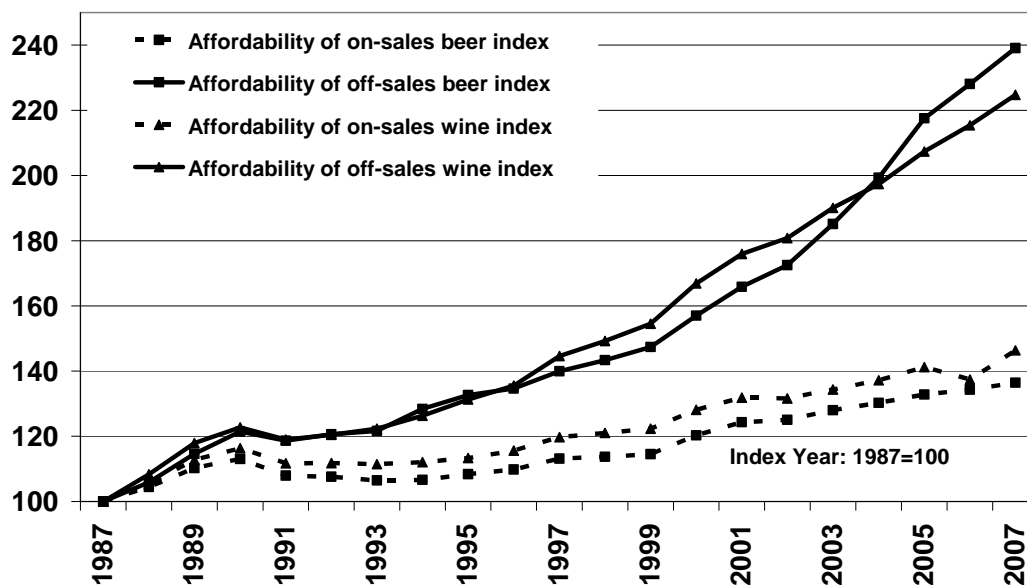
*Increasing the tax on alcoholic beverages to restore the affordability level of 1970, and indexing the taxes to disposable income, would be a highly effective way of turning around not only the trend in alcohol consumption but also trends in alcohol-related harm.*

Babor, T et al, 2003<sup>42</sup>

There is clear evidence that heavy drinkers are more affected than other drinkers, at least in absolute terms of numbers of drinks forgone, by changes in the tax level. Tax increases also appear particularly to affect the drinking of underage drinkers<sup>43</sup>

However, using tax as a lever to lower consumption is not the policy option with the most impact. Many retailers are able to undermine the impact of tax increases by refusing to pass on the higher costs to consumers. Large retailers, in particular supermarkets, have admitted that they routinely sell alcohol at below cost prices in order to attract custom.<sup>44</sup> They are able to subsidise the resulting losses by increasing profit margins on other goods, such as food and household items. In this way, prices remain low and consumption stays high.

### On-trade and off-trade affordability trends



Source: School of Health and Related Research, University of Sheffield, Independent Review of the Effects of Alcohol Pricing and Promotion (Part A: systematic reviews)

## Minimum pricing

The aim of minimum pricing is to ensure that retailers are unable to sell alcohol below a baseline cost, therefore it is a fundamentally different approach to changes in taxation. Therefore, even when offering price promotions and discounts, the price per unit of alcohol must not fall below the designated minimum. A minimum price per unit which applies to all alcohol types is necessary to ensure that the policy is effective. The application of an across-the-board price ensures that drinkers do not switch to other types of alcohol with a lower per unit price.

Setting a minimum price by deciding a minimum price per unit rather than a minimum profit margin is the preferable option. It makes monitoring and enforcement easier, allowing authorities and the public to see if a retailer is selling a product below the minimum price.

The School of Health and Related Research, University of Sheffield, produced an influential review of minimum pricing for the Department of Health in December 2008.<sup>45</sup> This research modelled the potential impact of minimum pricing at various levels and on a variety of population groups.

Based on the evidence presented in that review, Alcohol Concern advocates a 50p per unit minimum price for alcohol, in line with the recommendations of the Chief Medical Officer. Setting a 50p level would result in a significant reduction in alcohol-related harms, whilst ensuring that alcohol remains affordable for moderate drinkers. Additionally, the research found that moderate drinkers would experience only a negligible negative financial effect if minimum pricing was introduced. For example, a minimum price of 50p per week would mean a less than 23p per week increase in spending on alcohol per moderate drinker.<sup>46</sup>

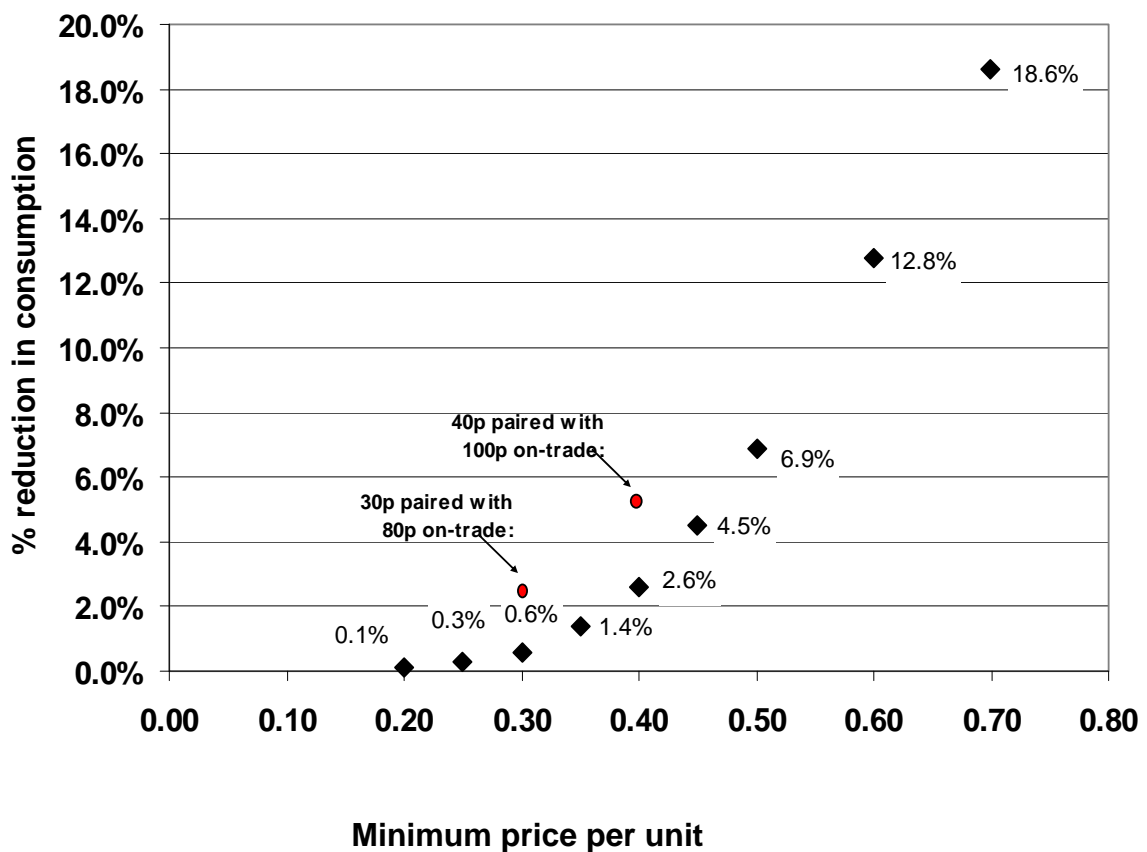
### Effect on consumption and harm

The research from the School of Health and Related Research found that a minimum price of 50p per unit of alcohol would (in England):

- Reduce consumption per drinker by 6.9% on average. This would lead to 97,900 fewer hospital admissions and 10,300 fewer violent crimes per year.
- Reduce consumption per 11-18 year old drinker by 7.3%. This would lead to 500 fewer hospital admissions and 2,200 fewer violent crimes per year for that age category.
- Reduce consumption per 18-24 year old hazardous drinker by 3%. This would lead to 300 fewer hospital admissions and 1,600 fewer violent crimes per year for that age category. Hazardous drinkers are defined in the research as drinkers with an increased risk of psychological and physical consequences due to alcohol intake of between 21 and 50 units per week for men and between 14 and 35 units per week for women.

- Reduce consumption of harmful drinkers by 10.3%. This would lead to 63,200 fewer hospital admissions and 4,500 fewer violent crimes per year for that age category. Harmful drinkers are defined in the research as drinkers with an intake that is likely to be adversely affecting health and/or other negative consequences due to an alcohol intake of more than 50 units per week for men and more than 35 units per week for women.
- Reduce consumption of moderate drinkers by 3.5%. This would lead to 10,000 fewer hospital admissions and 1,100 fewer violent crimes per year for that category. Moderate drinkers are defined in the research as drinkers with an intake of alcohol less likely to damage health and/or associated with negative consequences, this is up to 21 units per week for men and 14 units per week for women.

### Consumption changes per minimum price



Source: School of Health and Related Research, University of Sheffield, Independent Review of the Effects of Alcohol Pricing and Promotion

Moderate drinkers will spend an extra £11.81 per year, or 22.7p per week if they reduce consumption by 3.5% as predicted. Even if they do not decrease their consumption at all, moderate drinkers will still only pay £14.45 per year more, or 27.7p per week.

Total healthcare costs saved in England would be £66 million in the first year and £1.37 billion over ten years.

Total crime costs saved in England would be £49.6 million in the first year and £413 million over ten years.

Total absence (from the workplace) costs saved in England would be £28.6 million in the first year and £238 million over ten years.

Total unemployment costs saved in England would be £649 million in the first year and £5.4 billion over ten years.

The total direct costs saved in England would be £793 million in the first year and £7.4 billion over ten years.

### **The real effect of a 50p minimum price on the off-trade**

Alcohol Concern investigated the impact that a minimum price of 50p per unit would have on off-trade sales. The full table of results is included in the Appendix and shows the impact of minimum price on several popular products per alcohol type, including supermarket own-brand products.

The table below shows, for each type of alcohol, the product which is currently sold at the highest level above a 50p minimum price, and which would therefore remain unaffected under those circumstances. It also shows the product which would see the highest price rise if a minimum price of 50p per unit was applied.

Beverage	No. of units	Current price off	Current price per unit off	Price of product at 50p per unit	Difference £	Difference %
Jacob's Creek Chardonnay 75cl	9	£6.79	£0.75	£4.50	-£2.29	- 33.7%
Sainsbury's Basics red/white wine 75cl	8.3	£2.49	£0.30	£4.15	+ 1.66	+ 66.7%
Stella Artois 440ml	2.2	£0.92	£0.41	£1.10	+ 0.24	+ 22%

Sainsbury's Basics lager 440ml	0.8	0.23	0.29	0.40	+ 0.17	+ 73%
Guinness Draught 440ml	1.8	£1.27	£0.70	£0.90	-£0.37	-29%
Sainsbury's Basics Bitter 440ml	0.92	£0.23	£0.25	£0.46	+£0.23	+100%
Magners 500ml	2.3	£1.36	£0.59	£1.15	-£0.16	-11%
Sainsbury's Basics Cider 2 litre	8.4	£1.18	£0.14	£4.20	+£3.02	+255%
Smirnoff Ice 275ml	1.2	£1.04	£0.87	£0.60	-£0.44	-42%
WKD 275 ml	1.24	£1.08	£0.87	£0.62	-£0.56	-51%
Archers Peach Snapps 70cl	14.7	£11.29	£0.77	£7.35	-£3.94	-34%
Sainsbury's Basics Vodka 70cl	28	£6.41	£0.23	£14.00	+£7.59	+118%
Baileys 1 litre	17	£14.00	£0.82	£8.50	-£5.50	-39%

## Wine

Of the seven well-known wines we looked at, Jacob's Creek Chardonnay is currently sold at the highest level above 50p per unit. Sold at £6.70 per bottle and with a unit content of 9 units, this bottle could not be sold at less than £4.50 if a minimum price per unit of 50p was applied. Therefore the price is unlikely to be affected if a minimum price were introduced.

Sainsbury's Basics Wine, both red and white, would see the largest price increase of the six wines we looked at. It is currently sold at only £2.49 per bottle. If a minimum price of 50p were applied each bottle, containing 8.3 units, could not be sold for less than £4.15 – a price increase of £1.66 or 66.7%.

## Lager

All of the lagers we investigated would see a price increase if a minimum price of 50p were applied. A can of Stella Artois would see the lowest increase, of 19p or 22%. Sainsbury's Basics lager would increase in price by 73% to 40p per can, from its current retail price of 23p per can.



## Beers and stouts

In the beers and stouts category, cans of Guinness Draught would not be able to be sold for less than 90p, 28% less than its current price of £1.27. Sainsbury's Basics Bitter would see a price increase of 100%, from 23p to 46p per can.

## Cider

Of the ciders we looked into, only Magners would be unaffected by the application of a 50p minimum price, being currently sold at £1.36 per can, 16p above a minimum price of £1.15. Sainsbury's Basics Cider, on the other hand, would see a 255% price increase, from £1.18 for 8.4 units of alcohol to £4.20.

## Ready to drink

All the 'ready to drink' products which we investigated would be unaffected by a minimum price, as they are generally low in alcohol content at just over one unit per bottle.

## Spirits

In the spirits category, Archers Peach Schnapps, currently sold at £11.29 per bottle, would not be sold at less than £7.35, therefore remaining unaffected by a minimum price. Sainsbury's Basics Vodka, which is sold at £6.41 for 28 units, would more than double in price to at least £14, a rise of 118%.

## Fortified wines and liqueurs

Of the fortified wines and liqueurs, Baileys is currently sold at the highest level above the minimum price, at £14 for 17 units. It would be unaffected by the application of a minimum price, as the lowest price for which it could be sold would be £8.50, 39% less than its current retail price. At the other end of the spectrum, Sainsbury's Pale Dry Fino Sherry would see a price increase of 27% as its minimum price would become £7.50, £1.61 more than its current retail price of £5.89.

## Implementing a minimum price

Any involvement by alcohol producers or sellers in fixing prices is a breach of EU and UK competition law. However, it is possible if minimum prices are imposed on licensees by law or at the sole instigation of a local authority. Therefore, primary legislation is necessary in order to apply a national minimum price for alcohol.

*We can't put up our prices because that would be commercial suicide, and we can't act together to put up prices because that would be against competition law. The only safe solution is for the government to bring forward legislative proposals which Tesco and others in our industry can support.*

Lucy Neville-Rolfe, Tesco Corporate and Legal Affairs Director <sup>47</sup>

Doing so would not only lower consumption and reduce alcohol-related harms, but send out a strong message that, as a country, we should reduce overall alcohol consumption in order to reduce the damage caused to individuals, families and society.

## Conclusions and recommendations

Alcohol Concern's view is that a mandatory code of practice should be introduced to regulate the retail drinks industry. This should include a ban on irresponsible promotions, mandatory point of sale information and unit labelling, greater choice over measures and a mandatory obligation to operate a proof of age scheme. The code should, as its most important measure, introduce a minimum price per unit of alcohol, in both the on and off-trades. This is the most effective and efficient lever to tackle irresponsible drinking, whilst not significantly affecting moderate, responsible drinkers.

We recommend a minimum price of 50p per unit of alcohol. This approach will target irresponsible drinking; impacting on binge-drinkers and harmful drinkers, while imposing a minimal financial effect on moderate drinkers.

The resulting reduction in crime, health harms, lost productivity and unemployment makes a strong case for the introduction of a minimum price for alcohol.

Additionally, the benefits incurred which we have mentioned are only those benefits to society which are measurable. The consequences of alcohol misuse include intangible costs, for example the pain and suffering caused to the family of an alcohol misuser, or the widespread fear of alcohol-related crime and anti-social behaviour. Such costs are not yet well researched, but are commonly identified as contributing to the overall cost of alcohol-related harm on individuals, families, communities and society as a whole.

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## Impact of minimum pricing on alcohol prices in the off-trade – minimum price £0.50

Beverage	Unit content	Current Price	Current Price per/unit	Price of product at 50p per unit	Difference (£)	Difference %
<b>Wine</b>						
Jacobs Creek Chardonnay (75cl)	9	£6.79	£0.75	£4.50	-£2.29	-33.7%
Jacobs Creek Shiraz Cabernet (75cl)	10.1	£5.93	£0.58	£5.05	-£0.88	-14.8%
Le Piat d'Or White	8.63	£4.49	£0.52	£4.31	-£0.18	-4%
Le Piat d'Or Red	8.63	£4.49	£0.52	£4.31	-£0.18	-4%
Blue Nun Liebfraumilch (75cl)	7.5	£3.99	£0.53	£3.75	-£0.24	6%
Sainsbury's Basics Red Wine 75cl	8.3	£2.49	£0.30	£4.15	+£1.66	66%
Sainsbury's Basics White Wine 75cl	8.3	£2.49	£0.30	£4.15	+£1.66	66%
<b>Lager*</b>						
Carling (1pint/440ml)	1.8	£0.66	£0.36	£0.90	+£0.24	32%
Stella Artois (1pint/440ml)	2.2	£0.91	£0.41	£1.10	+£0.19	22%
Fosters (1pint/440ml)	1.8	£0.66	£0.36	£0.90	+£0.24	32%
Special Brew (1pint/500ml)	4.5	£1.49	£0.33	£2.25	+£0.76	50%
Sainsburys Basics (440ml)	0.8	£0.23	£0.29	£0.40	+£0.17	73%
Sainsburys Super Strength (500ml)	3.75	£1.35	£0.32	£1.88	+£0.68	50%
<b>Beer/Stout</b>						
John Smiths Extra Smooth (1pint/440ml)	1.8	£0.70	£0.38	£0.90	+£0.20	28%
Newcastle Brown Ale (1pint/550ml)	2.6	£1.54	£0.59	£1.30	-£0.24	-15%
Guinness Draught (1pint/440ml)	1.8	£1.27	£0.70	£0.90	-£0.37	-29%

Sainsburys Basic Bitter (440ml)	0.92	£0.23	£0.25	£0.46	+£0.23	100%
<b>Cider</b>						
Magners (500ml)	2.3	£1.36	£0.59	£1.15	-£0.16	-11%
Strongbow (2litre)	10.6	£2.67	£0.25	£5.30	+£2.63	98%
Diamond White (2litre)	15	£3.09	£0.20	£7.50	+£4.41	142%
Sainsburys Basics Cider (2litre)	8.4	£1.18	£0.14	£4.20	+£3.02	255%
Sainsburys Strong Dry Cider (3litre)	15.9	£2.73	£0.17	£7.95	+£5.22	191%
<b>RTDs</b>						
Smirnoff Ice (275ml)	1.2	£1.04	£0.87	£0.60	-£0.44	-42%
Bacardi Breezer (275ml)	1.1	£0.94	£0.85	£0.55	-£0.39	-41%
WKD (275ml)	1.24	£1.08	£0.87	£0.62	-£0.56	-51%
<b>Spirits</b>						
Smirnoff Red (70cl)	26.3	£12.49	£0.47	£13.15	+£0.66	5.2%
Gordons (1litre)	37.5	£16.99	£0.45	£18.75	+£1.76	10.3%
Jack Daniels (1litre)	40	£26.49	£0.66	£20.00	-£6.49	-24%
Archers Peach Schnapps (70cl)	14.7	£11.29	£0.77	£7.35	-£3.94	-34%
Bell's Scotch Whisky (1litre)	40	£18.48	£0.46	£20.0	+£1.52	8.2%
Sainsbury's Basics Vodka	28	£6.41	£0.23	£14.00	+£7.59	118%
Sainsbury's Basics Gin	26.3	£6.41	£0.24	£13.15	+£6.74	105%
<b>Fortified Wines/Liquers</b>						
Harvey's Bristol Cream Sherry (1litre)	17.5	£9.99	£0.57	£8.75	-£1.24	-12.4%
Martini Rosso	15	£8.49	£0.57	£7.50	-£0.99	-11.6%
Bailey's Irish Cream Liqueur (1 litre)	17	£14.00	£0.82	£8.50	-£5.50	-39%
Tia Maria (1litre)	26	£17.99	£0.69	£13.00	-£4.99	-27%
Sainsbury's Pale Dry Fino Sherry (1litre)	15	£5.89	£0.39	£7.50	+£1.61	27%

Sainsbury's Ruby Port (1litre)	20	£6.65	£0.33	£10.00	+£3.35	25%
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Price correct for all products at 28.04.09 - prices checked against Sainsbury's Online  
 No promotions or discounts were used in calculation except savings made through multi-pack purchases (and this is clearly indicated)

\*lowest available price per can/bottle (usually as part of a multi-pack) but excluding discounts and special offers



## **Alcohol Concern Is**

The national agency on alcohol misuse. We work to reduce the incidence and costs of alcohol-related harm and to increase the range and quality of services available to people with alcohol-related problems and their families.

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Making Sense of Alcohol