

# Alcohol Information Partnership

Members: Bacardi, Beam Suntory, Brown-Forman, Campari, Diageo,  
Moet Hennessy, Pernod-Ricard and Remy Cointreau

# Aims and objectives of AIP

- To ensure balanced coverage and comment about the role of alcohol in society
- To correct misleading or inaccurate comment and to challenge faulty or partial evidence
- To speak up for the majority of people that enjoy alcohol socially and in moderation
- To highlight the successful and important partnership projects between the drinks industry and national and local government and agencies.
- To highlight the positive change in the relationship individuals have with alcohol
- To work with partners to strengthen the voice of the social, convivial and moderate drinker, retailers, licensees and industry.

# What do the anti alcohol and temperance movement want

- An over all reduction in alcohol consumption
- Exclusion of any industry involvement in policy or delivery
- Government intervention to
  1. Increase the price – tax, MUP, bans on offers
  2. Restrict or even ban advertising sponsorship and marketing
  3. Restrict access to alcohol through interventions such as separate aisles and tills in shops and to on and off licensing regulations

# How are they trying to do this

- Headlines
- International network
- Campaigning dressed up as research
- Fear – resulting in the cry that "something must be done"
- Repetition of demands and claims
- Demonisation of all parts of the alcohol industry

# Examples

- “The advances for women around the world are in jeopardy due to the onslaught of Big Alcohol pushing alcohol into the lives of women and girls. What we observe in countries like the United States and the United Kingdom is also looming in low- and middle-income countries.” IOGT
  - Fails to acknowledge gender equality – use of “onslaught”, Big Alcohol - as if the industry is a monolith, and the association of alcohol with illegal drugs by reference to “pushing”
- “It is so disappointing that once again, the Chancellor has frozen alcohol duty, leaving the most vulnerable in our society to pay the price. “ Alison Douglas, Chief Executive of Alcohol Focus Scotland
  - *Tax on alcohol went up nearly 5% in the most recent budget and now represents over 50% of the average bottle of wine, and over 75% of a bottle of spirits. British people drink 12 per cent of the beer in the European Union, but pay almost 40 per cent of the total beer tax*
- “Self-regulation does not work; it will not control dishonest banks, over-claiming MPs - or profit-driven multinational drinks companies. And yet we continue to rely on it to protect our children from alcohol marketing” Prof Gerald Hastings
  - Cites no data; reflects personal political position; ignores recent EU data and real life experience and seeks to associate alcohol in the readers mind with unrelated scandals

# Examples

- “I am very proud to be a Patron of this great charity. Nacoa’s excellent staff and volunteers do so much for Britain’s 2.6 million children of alcoholics.”  
Liam Byrne MP on NACOA website
  - *While supporting the work of NACOA and Mr. Byrne’s commitment to these children it is important to use accurate data – although the accurate figure of 700,000 children of alcoholics is way too high, it is close to just ¼ of the fear-inducing figure Mr. Byrne is throwing around.*
- In October 2012, Drinkaware’s twitter account tweeted the message: “Want to make it to the witching hour and avoid feeling like a zombie tomorrow? Read our Halloween party tips...”. Content of this type has been criticised because it “**normalizes alcohol use** and provides cues to drink on occasions when it may not be planned” – in this case, because “there is no British tradition of Halloween parties involving alcohol”. IAS
  - *Alcohol consumption is part of the balanced lifestyle of a majority of UK adults and there are reports of Halloween-like celebrations in the British Isles as early as the 19<sup>th</sup> century*



aip

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# Thank you

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