

Responsible retailing of alcohol and our commitments to grow our low and no offering

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Our approach

We take our responsibility for selling alcohol seriously and recognise the role alternative options can play, which is why we are continuing to grow our No & Low Alcohol offering to lead the market.

We are committed to providing customers with the necessary information to make informed decisions about alcohol - we age-restrict sales and ensure compliance with relevant legislation on minimum unit pricing.

Clear communication on products

Providing clear communication on our products is one of our priorities when it comes to enabling choice. We led the way on calorie labelling of our beers, wines and spirits, implementing this change nine years before it became a legal requirement to do so. Additional information we provide includes the government advice on units, avoiding alcohol whilst pregnant and where further information can be sought through Drinkaware.

Think 25

As a responsible retailer, it's important to us that age restricted products don't end up in the hands of underage persons. We're not only legally obliged to do this, but also recognise the importance of this as part of our role within the communities we serve. We also recognise how difficult it can be for our colleagues to judge the age of someone, for this reason, we ask all colleagues to check the age of anyone buying products containing alcohol who they believe to be under 25.

Minimum Unit Pricing

In both Scotland and Wales, we comply with the minimum unit pricing for alcohol and never sell it below this cost within these markets.

Advertising

We ensure that products featured in advertisements within 100 metres of a school do not feature alcohol.

Our No & Low Alcohol offering

- **CHOICE:** We offer a range of No & Low option across our most popular alcohol missions.
- **AVAILABILITY:** We ensure that No & Low options are available across all our supermarkets and 95% of our convenience stores
- **SHOPABILITY:** We merchandise all No & Low products together under clear signage to aid customer navigation and ease of shop
- **PROMOTIONAL SPACE:** We endeavour to include No & Low options across our secondary space
- **SIGNPOSTING:** We make it easier for customers to shop online for No and Low options as well as providing inspiration through recipes.