



Wine and Spirits in the UK

.....
A socially responsible industry



The wine and spirit industry takes its role in responsibly producing, distributing and retailing alcohol very seriously. Across the industry, the WSTA looks to co-ordinate and promote these efforts and lead the way in ensuring that our industry is both responsible and sustainable. As such, through our work, and the work of our members, the WSTA makes five clear commitments to deliver this aim.

1. Promoting responsible, moderate consumption
2. Reducing alcohol-related harm
3. Supporting sustainable economic growth and providing employment
4. Protecting consumers
5. Preserving the environment

It is only through such investment that we can hope to achieve a regulatory environment that allows us to grow as an industry and create jobs.

You can read more about our work promoting a responsible wine and spirit industry here: www.wsta.co.uk/what-we-do/social-responsibility

A handwritten signature in black ink, appearing to read 'Miles Beale', written in a cursive style.

Miles Beale

Chief Executive
Wine and Spirit Trade Association

1. Promoting responsible, moderate consumption

Voluntary action

The WSTA and its members have been working in partnership with other trade associations, and with the support of the Home Office and the Department of Health, to develop a series of voluntary commitments to promote responsible, moderate consumption of alcohol. These include:

Alcohol labelling

Ensuring that 80% of drinks labels contained unit information, the Chief Medical Officer's drinking guidelines and a warning about drinking while pregnant.

Billion unit pledge

Since March 2011 the alcohol industry has removed 1.3bn units of alcohol from the market, principally through improving consumer choice of lower alcohol products as well as reducing the strength of existing products.

Calorie labelling

While calorie labelling is not mandatory for alcoholic drinks, some producers show this voluntarily. Others ensure that the information is available online. The WSTA has also published a guide to the calories in a typical serving of a range of drinks in order to help consumers understand their calorie consumption.

Unit awareness

Retailers in both the on and the off trade committed to providing simple and consistent unit information through "2221" literature. The signage highlighted the number of units in a standard beer, cider, spirits and wine drink and was placed in stores and in bars and pubs.

Industry funded initiatives

The Drinkaware Trust



Drinkaware is an independent charity supported by voluntary donations from across the drinks industry. Drinkaware is supported by both direct funding as well as in-kind advertising, where its logo and website features on the adverts of drinks producers and retailers.

Drinkaware has developed a series of publications and factsheets which provide advice to young people, parents, teachers and others to better understand the harms of excessive or immoderate consumption.

The Lifeskills Education and Alcohol Foundation (LEAF)

LEAF- is an industry funded blind trust and its purpose is the advancement of education of young people (in school and of compulsory school age), by the provision of evidence-based life skills and alcohol education programmes within schools, particularly in disadvantaged areas that are also disproportionately affected by alcohol harm.

The Portman Group



The Portman Group operates a strict Code of Practice to ensure alcohol is packaged and marketed responsibly and does not appeal to children. Funded by drinks producers, this self-regulatory Code applies to all pre-packaged alcohol sold or marketed in the UK. A complementary code covers alcohol sponsorship.

Since the Portman Group was set up in 1989, they have banned over 130 irresponsible products in co-operation with retailers.

2. Reducing alcohol-related harm

Reducing alcohol-related harm

In addition to promoting responsible consumption, the industry also plays a role in helping to reduce alcohol related harm. As part of this effort, the WSTA plays a leading role in tackling underage drinking in the UK.

Retail of Alcohol Standards Group (RASG)

RASG was established in 2005 with the aim of eradicating underage sales. The work of the Group, which has been administered and supported by the WSTA from inception, includes:



Challenge 25 encourages anyone buying alcohol who looks under 25 to carry acceptable ID. It is now widely used on our high streets and is recognised by 84% of 18-24yr olds in the UK. An estimated 11m people have been challenged since its introduction, which has helped reduce the proportion of pupils who have tried an alcoholic drink. This fell from 55% in 2006 to 38% in 2014.



Community Alcohol Partnerships (CAP) are projects bringing together local retailers, trading standards, schools and police to tackle the problem of underage drinking and associated anti-social behaviour in communities. Full details can be seen on pages 16 and 17.



Responsible retail guidance - In order to help encourage and promote the highest standards in alcohol retail, RASG published guidance for responsible retail of alcohol in 2014. The guidance outlines a series of commitments that responsible retailers undertake including the adoption of Challenge 25, displaying appropriate signage, ensuring promotions are responsible and that staff are well trained.

Industry schemes to help tackle alcohol-related harm

The WSTA is working with partners across the alcohol industry to promote schemes that look to tackle alcohol related harm in local communities. Schemes include:

Best Bar None (BBN) An award scheme which drives up management standards in pubs and nightclubs.

www.bbnuk.com



Proof of Age Standards Scheme (PASS) PASS is the UK's national proof of age accreditation scheme and a valuable tool against underage sales:

www.pass-scheme.org.uk



Pubwatch An effective network of licensees working together to combat crime, disorder, and anti-social behaviour in towns, cities and local communities.

www.nationalpubwatch.org.uk



Purple Flag An accreditation programme that recognises excellence in the management of town and city centres in the early evening and night time economy.

www.purpleflag.org.uk



Street Pastors Volunteers from the local church community who give up their time to help people out for the evening.

www.streetpastors.org



3. Supporting sustainable economic growth and providing employment

Generating investment and economic growth

The UK alcohol industry is estimated to be valued at £38.7bn, £19.7bn of which is wine and spirits, this compares to a total grocery market of £170bn.

There is significant investment by wine and spirits producers in infrastructure too. In the UK there are around 200 registered distilleries. There are also 450 commercial vineyards in the UK and our 135 wineries produced a record 6.3 million bottles of wine in 2014.

Wine that is imported into the UK also creates jobs here. Within the industry it is estimated that 600m bottles of wine are bottled in the UK, rather than at source, which accounts for around one third of the UK market.

Contributing to the Exchequer

The wine and spirit industry makes a significant contribution to the UK Exchequer, including £6.8bn in alcohol duty (wine £3.8bn and spirits £3bn) and a further £8.7bn in other taxes, including corporation and employment taxes. The total contribution to the UK exchequer is £15.5bn – more than the UK's entire overseas aid budget.



Creating jobs and providing skills

The wine and spirit industry directly or indirectly supports over half a million jobs in the UK, the majority directly dependent on the industry.

The wine industry in the UK employs 170,000 people directly and a further 100,000 in the supply chain. The UK is also the world centre for wine education with the Wine and Spirit Education Trust and Plumpton College.

Equally, the spirits industry in the UK employs 186,000 people directly and a further 110,000 through the supply chain. In fact, 18% of all EU employment in the spirits industry is in the UK, the highest contribution of any member state.



Exporting to help balance of payments

The UK wine and spirits industry create products that are internationally recognised, whether it is award winning English wines, or the world's most iconic spirits brands, the industry makes a unique contribution to UK PLC through the value of its exports. Over 139m bottles of gin, 58m bottles of vodka and 1.2bn bottles of whisky are exported by the UK spirits industry each year.

A socially responsible industry in numbers

1.3 billion units 

of alcohol have been removed from the UK market

130 irresponsible products have been removed from shelves by the Portman Group

87 Community Alcohol Partnerships are supported across the UK

80%

of alcohol product labels now contain health information

91%

contain a warning about drinking while pregnant



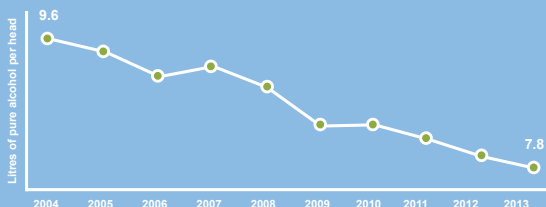
Drink Responsibly

UK Chief Medical Officers recommend adults do not regularly exceed

| | |
|-------|--|
| Men | 3-4 units a day |
| Women | 2-3 units a day  |

www.drinkaware.co.uk

18.4% fall
in consumption
over 10 years



64% of young people (11-15) have never tried
alcohol - up from 39% in 2001



8% of young people tried alcohol in the last week
- down from 26% in 2001

90% of people have heard of
units - up from 79% since 1997



4. Protecting consumers

Tackling fine wine and duty fraud

Alcohol fraud in the UK damages legitimate businesses, brand reputation and deprives the Treasury of duty income. Illicit products also adversely affect consumers and in some cases can cause significant harm. It is estimated that alcohol related fraud costs the Treasury £1.3bn in lost revenue a year.

The WSTA deals with strategic issues and cases relating to duty and VAT avoidance, counterfeiting, wine investment fraud, company hijack and overseas fraud. The WSTA has also set up two dedicated websites to support its members:

- **WSTA Fraud Report**, which enables anybody to report alcohol-related fraud confidentially
- **'Investing in Fine Wines'**, which gives advice about what to consider when deciding whether to invest in wine

The WSTA fraud prevention unit was set up with support from Operation Sterling and works with several other law enforcement agencies including HMRC, the Food Standards Agency, the Serious Fraud Office and Trading Standards. This seeks to quickly report incidents of alcohol fraud raised by WSTA members.

The Joint Government and Industry Fraud Taskforce looks at all aspects of duty fraud. Working closely with Government Ministers the WSTA helps to enhance HMRC's response to alcohol related fraud.

Promoting standards and providing guidance

The WSTA produces a series of publications to support its members in delivering products to the highest standards and complying with the latest regulations. This includes guidance on technical issues such as labelling, including voluntary health and unit warnings, freight forwarding and production methods.

Additionally, the WSTA's Checklists is a comprehensive document that provides WSTA members with all the advice and guidance they need when operating a wine and spirit business. This contains advice on issues such as contingency planning, production standards, packaging and importing and exporting.

These guides are available to WSTA members at www.wsta.co.uk

Checklists

Code of Practice: British Wine Producers

Code of Practice: Wine in Bulk

Due Dilligence Guide

Guide to the en primeur wine market

Labelling Guide

Licensing Guide

Logistics Guide

Setting up a Wine and Spirit Business

Trends in Alcohol: England & Wales

Trends in Alcohol: Scotland

Voluntary Labelling Design Guide

Wine and Spirits Measures Guide

5. Preserving the environment

Action on packaging

Wine and spirits account for over 60% of all glass packaging used in the alcoholic drinks sector and over 40% of all glass packaging. The WSTA and its members together with the Waste and Resources Action Programme (WRAP) and British Glass were heavily involved in projects that saw improvements in bulk wine imports and the development of a lighter weight glass wine bottle.

Bottling in the UK not only creates jobs and contributes to the economy but has significant environmental benefits. In 2013 the UK imported the equivalent of over 600 million bottles of wine in bulk reducing transportation costs and reducing CO2 emissions. This saves over 130g of carbon per bottle when measured against wine shipped in bottle.

Re-investment in environmental infrastructure



As part of the industry's environmental obligations producers in the UK invest in glass Packaging Recycling Notes (PRNs) to cover the cost of recycling the glass that is generated. In the last 10 years the revenue from wines and spirits will have generated an estimated £180 million which is reinvested in waste infrastructure.

The WSTA provides its members the spot price details for PRNs on a weekly basis in order to ensure that the market is operating efficiently and transparently.

Innovation in bottling

WSTA members, one, a leading independent wine supplier, the other a glass manufacturer and filler worked together to rationalise its bottle range, by introducing lighter versions of two wine bottles. A 650g bottle was reduced to 484g, while a 460g bottle was reduced to 400g. The move has saved more than 1,600 tonnes of glass and 1,140 tonnes of CO2 each year.



Reducing water usage and carbon emissions

WSTA and its members remain committed to identifying ways to improve environmental performance and improved resource efficiency. Water usage is being reduced as an ever increasing proportion of water used in production is collected, cleaned and re-used.

For example one WSTA member set ambitious environmental targets, including improving its water efficiency by 30%, reducing absolute carbon emissions by 50% and reducing the polluting power of waste water by 60%. And English winegrowers have shown there is a significant increase in biodiversity in vineyards when compared to more traditional UK farming practices.

Case Study: Community Alcohol Partnerships

Community Alcohol Partnerships (CAP) is a not-for-profit organisation set up in 2007 that tackles localised underage drinking and associated alcohol harms in the UK. Uniquely, the model developed tackles both the demand and supply side of underage drinking.



The CAP ethos is based on a partnership approach that includes co-operation between trading standards, Police, local authority licensing teams, alcohol retailers, schools, local charities, housing associations, residents associations and health networks. A combination of enforcement, education and community/business engagement are integral to the CAP method. To date over 80 CAPs have been established in the UK with CAPs in each of the devolved nations.

There is abundant evidence – both from the independent evaluations commissioned by CAP and the self-evaluation reports that all schemes are required to produce using CAP's bespoke evaluation framework – that CAPs help to reduce alcohol crime and disorder and to reduce alcohol consumption by under 18s. CAPs also improve community cohesion and are instrumental in helping to improve feelings of safety and wellbeing for young people and residents, with significant economic benefits for local communities.

CAP is funded and supported by the UK's major retailers and alcohol producers and it is only through this investment that CAPs can achieve the change they have.

For more information please contact:

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CAP successes

- St Neots (2007) the first Community Alcohol Partnership saw a 45% reduction in anti-social behaviour;
- The Barnsley CAP (2011) saw a 30% reduction in alcohol related anti-social behaviour compared with other areas (7.4%);
- In the Durham CAP (2012) early intervention patrols resulted in a marked reduction in associated anti-social behaviour (37.2%) compared to the rest of the county (8.8%);
- In the Derry CAP (2012) they reported a drop in referrals to Youth Diversion Officers of 54% between 2010 and 2012;
- In the Brecon CAP (2013) 90% of the retailers questioned said that the CAP had definitely or probably had a positive impact on the town;
- Gateshead CAP (2013) recorded a 50% decrease in anti-social behaviour in February 2013 compared to the same time in 2012;
- Tower Hamlets CAP (2014) saw a decrease in anti-social behaviour rates of 46%;
- Great Yarmouth CAP (2012-14) saw the number of Police (Section 30) letters sent to parents of young people found drinking alcohol reduced from 31 in 2011/12 to just 5 in 2013/14 with officers reporting they were no longer finding groups of young people congregating and drinking.

References and useful links

Useful links

Challenge 25: www.wsta.co.uk/challenge-25

Community Alcohol Partnerships: www.communityalcoholpartnerships.co.uk

Drinkaware: www.drinkaware.co.uk

Portman Group: www.portmangroup.co.uk

Responsibility Deal: www.responsibilitydeal.dh.gov.uk/pledges

Retail of Alcohol Standards Group: www.wsta.co.uk/retail-of-alcohol-standards-group

Data citations

Audit of compliance of alcoholic beverage labels available from the off-trade with the Public Health Responsibility Deal Labelling Pledge: *October 2014*

British Beer & Pub Association, 2014 data: *March 2015*

CEPS and Ernst and Young: *December 2010*

Department of Health, Drinking Smoking and Drug use among young people, 2014 data: *2015*

Economic Impact Assessment, Ernst and Young: *February 2015*

English Wine Producers

HMRC

HMRC Registrations: *September 2014*

IWSR, UK spirits exports: *September 2014*

Office for National Statistics, General Lifestyle Survey Overview

OIV, The Wine Market, Evolution and Trends: *2014*

ONS Statistics on alcohol: England 2013: *May 2013*

Responsibility Deal: Monitoring the number of units of alcohol sold. Second interim report: *2013 data*

UK Vineyard Register 2013, Census 2011, English Wine Producers and WSTA analysis



The WSTA represents over 340 companies producing, importing, exporting, transporting and selling wines and spirits in the United Kingdom.

WSTA members range from major retailers, brand owners and wholesalers to fine wine and spirit specialists, logistics and bottling companies.

We campaign for a vibrant and sustainable wine and spirit industry, helping to build a future in which alcohol is produced, sold and enjoyed responsibly.

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For more information about any information in this booklet, please contact:

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