

WINE AND SPIRIT SUPPORTER TOOLKIT

WHAT YOU CAN DO:

WRITE TO YOUR MP

We are asking supporters and the wider public to write to their MP to voice their support for the campaign. A reminder of the templates which went out last week.

Please note: full instructions on sending letters are contained in each template letter document below.

SPIRITS

RETAILERS

WINE

PROVIDE A SUPPORTIVE QUOTE OR VOX POPS

Below is a guide for producing your own vox pops, which we hope to share on our social media. We want to hear, in your own words, a short summary of how duty increases and red tape impacts your business. We have suggested some key points to include and a guide which will help you with the practicalities of filming your own video. Once you have recorded your video, please send to Harriet@wsta.co.uk, via We Transfer, who will edit for social media.

We will also be producing social media cards so if you have a quote you would like us to use, from you or your spokesperson, please send the quote with a photograph of the spokesperson and we can produce one for you.

Keep an eye on our social media accounts – X, LinkedIn or our soon to be relaunched Instagram and we encourage you to share our Budget posts regularly over the coming weeks.

POINTS TO MAKE:

- August's duty increases were the highest for almost 50 years – we saw a 20% increase to wine duty and 10% increase to spirits duty.
- Since the duty hikes in August the average price of a bottle of gin rose by £1.47. The average price of a bottle of red wine rose by 64p, and the average price of a bottle of fortified wine increased by 91p.
- Not only has this been bad for consumers, but it's also been bad for businesses who have lost sales and bad for the Government because duty receipts are down.
- It needn't be like this! Recent history shows that cutting or freezing duty rates can increase revenue to the Exchequer – so a cut can be a win for the Government, businesses and cash-strapped consumers.
- The new system continues to tax spirits and wine more harshly than other alcohol categories. Taxing alcohol by strength completely fails to take into account how it is consumed. It is not fairer or simpler to tax alcohol by strength as it is enjoyed in different measures. In the case of spirit drinks they are often consumed with a non-alcoholic mixer, yet a consumer choosing to mix a gin and tonic at home pays more duty on that gin compared to the gin in a premixed format. How is this fair?

- At the moment wine between 11.5 and 14.5% is taxed at one single amount - £2.67 per bottle. The biggest concern for wine businesses is the prospect of losing this sensible arrangement and instead taxing wine according to strength.
- While the new system may appear simpler on paper, in practice, for the wine sector, it is categorically the opposite. If the easement ends, the single amount of duty paid on wines between 11.5-14.5% abv - some 80% of all wines on the UK market – of £2.67, will be replaced with 30 different payable amounts.

WHY IS WINE DIFFERENT?

Unlike beer, cider and spirits, wine cannot be made to a pre-determined strength. Its alcoholic content depends on various factors, including growing conditions and climate. The strength can vary year on year according to the weather.

Strict production rules restrict what wine makers can do to alter the strength of the wine they make.

At the moment wine businesses don't need to record the strength of their wine for duty purposes, when the easement ends those businesses will be swamped by costly new red tape when they have to record details of the strength of over 100,000 different wines on the market.

PLEASE INCLUDE A CALL FOR:

- A cut to wine and spirit duty.
- Avoiding an additional burden for businesses, with costly and unnecessary additional red tape: don't change the way wine is currently taxed – make the wine easement permanent!
- Cutting duty rates increases revenue to the Exchequer – so can be a win for the Government, businesses and cash-strapped consumers.
- If the Government is serious about taking measures to cut inflation the simple answer is to cut alcohol excise duty at the next Budget and stop the duty system reforms where they are now.

VIDEO GUIDELINES

LOCATION

Find a comfortable location with good lighting. A well-lit room with windows is ideal.



Face a window if you can.



Do not film with a window behind you.



Choose a quiet spot with low background noise.

SETTINGS



Set your phone to the highest video resolution using the back camera lens.



If possible, use headphones for any audio recording.

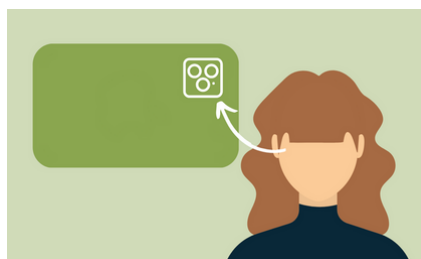


Silence all notifications.

POSITIONING



Make sure you're using your rear facing camera (for better quality) in landscape orientation.



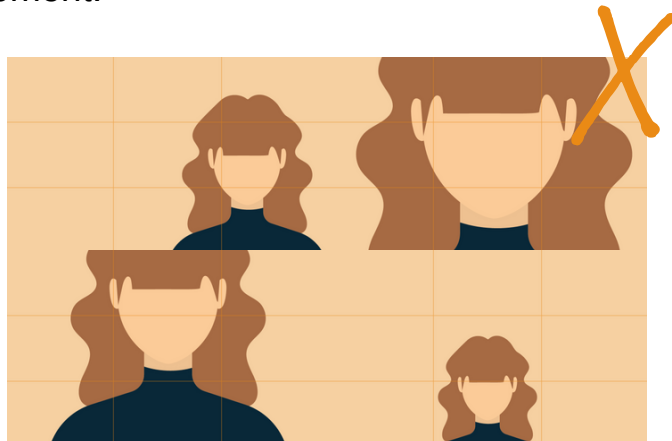
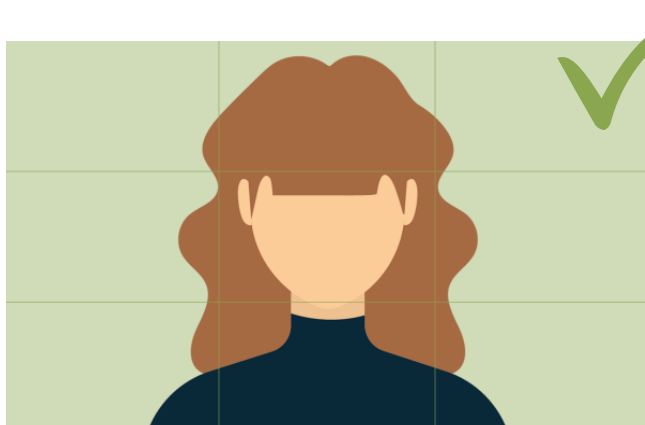
When filming, look directly at the camera lens on your phone.



Place your phone just over an arms length away from you. Your phone should be set at eye-level. You can use a pile of books or a mini tripod on your desk.

FRAMING

It is important to position yourself correctly within the frame. Turn on the gridlines in your camera settings to find the correct placement.



CLOTHING



Try **not** to wear something the same colour as your background.



Try **not** to wear something involving a busy pattern as this can be distracting.



Try to wear something simple in a plain colour.

FINAL CHECKS

Go through all of the above steps once more and make sure you have everything set up correctly, do a test recording to make sure everything looks and sounds as it should.

Take your time to get the video, it may take a few takes but send all variations as we can edit these together. Do make a note if you have a favourite take.

Remember to speak slowly and clearly. If you make a mistake, pause, take a breath and start the sentence again - don't feel the need to start from the beginning.

Send any final videos to harriet@wsta.co.uk using **WeTransfer** - this is the best way to maintain quality and keep the files safe.