



With the current Covid-19 pandemic there is a lot more emphasis on staying at home. Much like the changing environment we are facing, marketing and promotions of brands are evolving to match the current situation. We have to remember however that our promotions need to adhere to the rules set out in the Sale and Supply of Alcohol Act 2012.

Irresponsible promotion of alcohol Section 237



Section 237(b) promotes or advertises discounts on alcohol in a way that leads people, or is likely to lead people, to believe that the price is 25% or more below the price at which the alcohol is ordinarily sold.

Section 237(e) offers (otherwise than by the means of an offer made only on licensed premises, and made only in relation to the buying of alcohol on those premises) any goods or services, or the opportunity to obtain any goods or services, or the opportunity to win a prize, on the condition that alcohol is brought;

Put simply... It is offence to do the following on social media or via email

- The promotion of “Free Delivery” on social media websites or through emails falls under a breach of the act. The wording ‘shipping included’ is allowed.
- Offering a complimentary voucher or gift with purchase when alcohol is sold is not allowed on social media or through emails.
- Promoting sales of 25% or more through social media and/or via emails is not allowed.

There is no issue with promoting these **on your own website**, but cannot be promoted on other platforms. The best option is to redirect customers to your website for further details.

For example you could use phrases similar to the following

Please visit our page www._____.com for our current deals and promotions. OR;

Shipping included nationwide

IT IS ALL IN THE WORDING

Remember, for any alcohol related questions, please do not hesitate to contact the Alcohol Licensing Team of Lynette, Karen, Rachel and Georgia

