

LEADING A VIBRANT PUB INDUSTRY TOGETHER

RESPONSIBLE RETAILING IN YOUR OUTLET



INTRODUCTION

The Great British pub – something to be proud of. By investing heavily in our pubs, we're demonstrating our confidence in the sector's thriving future.

With responsibility at the heart of everything we do, we're aiming to set the standards by which all pub operators are judged. We believe that running a responsible outlet is more than just good PR, it makes long term business sense – ensuring a sustainable sector.

As part of the HEINEKEN company, Star Pubs & Bars wants you to share in and help drive HEINEKEN's ambition to lead a responsible alcohol industry in the UK.

We're sharing the enclosed best practice with you, our business partners, and asking you to please take a short time to consider how you could execute some of the initiatives in your outlet. If we each took the simplest of actions to encourage moderate consumption and tackle underage drinking, collectively we would make a positive difference to the reputation of the trade, and in turn, the future success of all our businesses.

Thank you for your support.



Chris Jowsey
Trading Director



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If you'd like more information or support, have a suggestion about how we could work together to drive up standards in the trade, or want to share how you're engaging your customers in responsible consumption, please get in touch.

Email corporate.responsibility@heineken.co.uk

ENCOURAGING MODERATE CONSUMPTION

Increasingly thinking about their health, their image, and how they can make the most of the following day, consumers are looking for ways to enjoy a night out while also cutting back their alcohol consumption.

However, it's not always easy for consumers to find the moderate options they're looking for. Have you thought about how your range could appeal to this increasing trend for moderation?

Buying wines through our new category partners, VIVAS and Classic Drinks, will help you to get great, lower ABV house wines at a cheaper cost. When making your next wine order look out for the great deals available.

Top tips to consider:

REDUCE THE ABV OF YOUR HOUSE WINE



INTRODUCE LOW ABV LAGERS INTO YOUR RANGE LIKE FOSTER'S RADLER (2% ABV)



MAKE THE STANDARD 'SMALL' GLASS OF WINE A 125ML SERVE SIZE

STOCK THE SCHOONER (2/3 PINT) AVAILABLE FOR AMSTEL AND HEINEKEN



Helping your customers make informed choices

Consumers want clear information on the alcoholic content of their drinks. The facts made simple.

The British Beer & Pub Association in partnership with Drinkaware have launched a national campaign to help consumers understand the number of alcohol units in their drinks - "How many units in your drink?"

The campaign's '2-2-2-1' message shows the number of units in a typical pint of 4% ABV lager, a 330ml bottle of 5% ABV lager, a 175ml glass of 12% ABV wine and a single measure of a 40% ABV spirit.

We've enclosed a 2-2-2-1 poster for you to display in your outlet. You can download more posters by visiting www.beerandpub.com

How many units in your drink?

BEER & PUB association | Find out the exact units in your favourite drink | drinkaware.co.uk | for the facts

UK measures based on the following typical servings: pint 4% ABV beer; 330ml bottle 5% ABV beer; 175ml glass 12% ABV wine; 25ml single 40% ABV spirit (rounded to the nearest unit).
 *This UK Chief Medical Officer's recommended 'normal' should not regularly drink more than 2-3 units a day, and men should not regularly drink more than 3-4 units a day.

GREAT PROMOTIONS, RESPONSIBLY

We're passionate about our brands and want to encourage consumers to choose them wherever we can, including through promotions.

But, we all have a duty to promote alcoholic drinks in a responsible way, especially if incentivising people to buy more than one drink (for example through a multi-buy promotion).

The Portman Group, the responsibility body for drinks producers in the UK, has set out guidance on promotions in the trade.

This includes avoiding:

- ✗ Time-limited promotions (e.g. happy hours)
- ✗ Promotions based on the outcome of an event (e.g. "Free pint when England scores")
- ✗ Promotions which encourage speed drinking
- ✗ Promotions which encourage irresponsible consumption (e.g. refer to rounds)
- ✗ 'All you can drink' for a set price or 'women drink free' offers

Long term promotions

You might want to reward your customers for showing loyalty to your pub or bar by running a promotion over a number of days, weeks or months.

When advertising long term promotions, ensure:

- ✓ It's clear on any POS that the promotion is only redeemable over a long period of time
- ✓ Only one alcohol serving per day can be collected

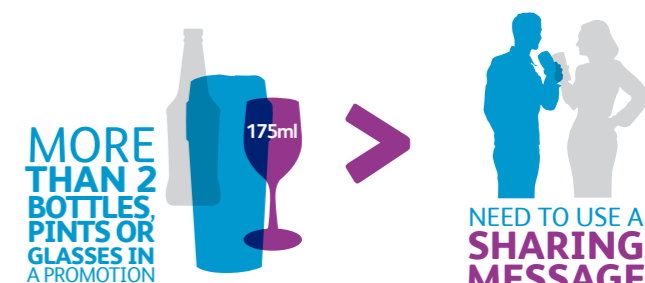
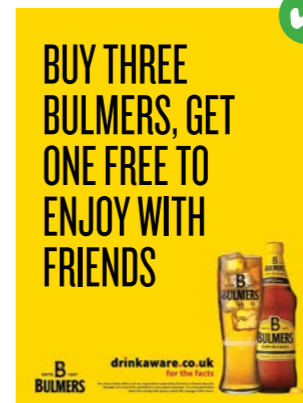
Remember, in Scotland it's illegal to:

- Run any kind of multi-buy promotion
- Run a promotion for less than 72 hours
- Run a promotion which encourages consumers to drink alcohol when they might not otherwise have done (e.g. "Free pint with your pie and chips")

Multi-buy promotions

When running a multi-buy promotion, it's important to consider the number of alcohol units you're encouraging your customers to drink.

You should always use a sharing message if the promotion includes more than four units (typically more than 2 bottles or pints of lager or cider or 2 glasses of wine). Even when using a sharing message, you should still limit the number of drinks in a one-day promotion to a maximum of ten units.



How to calculate the number of units in a particular drink

$$\frac{\text{VOLUME} \times \text{ABV}}{1000} = \text{NUMBER OF UNITS}$$



CHALLENGING UNDERAGE DRINKING

We're all aware of our legal obligation not to sell alcohol to under 18s. Underage alcohol sales put young people at risk of harm and you at risk of losing your licence, facing a potential fine or even imprisonment.

However, we know it's increasingly difficult to determine the age of young people. Which can cause problems if a young person attempts to buy alcohol. That's why it's so important to have a robust age verification policy in place to protect your business and to protect children.

Age Verification policy

It's already a mandatory condition of your licence to have an age verification policy in place for the sale of alcohol. Supporting it with a Challenge 21 (England & Wales) or Challenge 25 (Scotland) scheme will give you confidence that you and your staff are

selling alcohol legally and so protecting your business.

This simply means that you and your staff ask anyone trying to purchase alcohol who looks 21 / 25 or under for identification. If they're unable to provide valid proof of age then they can't be served.

What if I fail a test purchase?

Licensing authorities take failing test purchases of underage sales seriously, with failing considered a criminal offence. If convicted, you could be face a fine of up to £20,000, up to six months imprisonment, or both. It could also lead to a review of your licence resulting in it being suspended or revoked.

Remember: In Scotland it is a legal requirement to have an age verification policy in place and operate Challenge 25.



We've enclosed a Challenge 21 / 25 poster for you to display today. You can also download or order more materials by visiting www.beerandpub.com (England & Wales) and www.challenge25.org (Scotland).

Need more advice?

We can provide your staff with age verification training through the Star Pubs & Bars e-learning platform. Contact us on 01506 471185 for more information.

What forms of ID are acceptable?

- Passport¹
- Photo Driving License (both EU & UK)²
- Standards Scheme (PASS) hologram³
- Ministry of Defence ID card (Form 90)⁴
- Photo ID card bearing the national Proof of Age⁵
- National identity card issued by a EU member state (other than the UK, Norway, Iceland, Liechtenstein or Switzerland)⁶

What is PASS?

Fake IDs are still rife, and the cards on offer are more convincing than ever. Fake lookalike driving licences, so called "provisional motorcycle permits" and "national identity cards" can be bought for as little as £10, with an additional £5 for an upgraded holographic overlay.

The Proof of Age Standards Scheme (PASS) is the UK's national proof of age accreditation scheme, endorsed by a number of official bodies including the Home Office and the Association of Chief Police Officers.

The PASS card is one of the most secure forms of identification because of the unique PASS hologram which is present on all PASS accredited cards.

There are currently five national PASS-accredited card issuers including the The Young Scot National Entitlement Card, CitizenCard, ValidateUK, the Age Entitlement Card and ONEID4U.

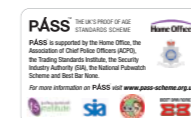
Visit www.pass-scheme.org.uk for more information.



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REFUSING SERVICE – WHO AND HOW?

When it's a busy Friday night and there's a queue at the bar, it can be hard to keep tabs on who you're serving and how much they've had to drink.

But you must remember, **it is illegal to sell alcohol to someone who is drunk**, or to someone trying to buy it on their behalf, and subject to penalties, by both the police and councils. Remember, it's the legal responsibility of whoever is serving behind the bar to make sure that they do not serve anyone who is drunk.

What are the consequences?

Licensing authorities are increasingly carrying out test purchases and, as an area of growing concern, are likely to become much more stringent in their enforcement. If you are found serving drunks, you can be fined £1,000 and have your licence reviewed.

Spotting a customer who's had a few too many?

- Loss of co-ordination
- Slurred, too loud or too fast speech
- Slow reactions
- Staggering or inability to walk
- Glazed eyes
- Heavy sweating
- Slower pupil response leading to constricted pupils
- Slowed breathing



Top tips

- Make regular trips around your pub or bar to collect glasses or clean tables so that you can keep tabs on anyone you think may be getting out of control
- Check the toilets regularly
- Keep watch for loud, noisy or disruptive behaviour

Refusing service

When you know a customer is drunk, explain why you aren't able to serve them. Often, it's better to intervene too early than too late – a quiet word can take the heat out of many situations. When refusing service remember to:

- Be polite – ask if everything is all right;
- Offer water or a soft drink;
- Offer them a taxi number.

If your refusal to serve them causes an angry reaction, you should:

- Stand your ground – stay relaxed but be assertive;
- Remove the audience, by moving or asking others to make room;
- If necessary, call the police. They will see this as the responsible thing to do.

Make sure that your bar staff understand that it's their responsibility to ensure the person they are serving is not drunk – even if door staff have already let them in.





A vibrant night-time economy is in all our interests. Key to achieving this is by raising standards across the trade, and taking pride in pubs, bars and clubs which are responsibly managed and contribute to the night-time economy in a responsible way.

What is Best Bar None?

Best Bar None and Best Bar None Scotland are national award schemes promoting the responsible management and operation of licensed premises. Founded in 2003 in England and 2005 in Scotland, successful schemes are now up and running in hundreds of towns and cities across the UK, significantly improving standards in the trade.

Best Bar None builds positive relationships between the licensed trade, police and local authorities to reduce alcohol-related crime and disorder in town centres across the UK. By recognising and rewarding responsible management of pubs, bars and clubs the scheme aims to raise standards, ultimately making the night-time economy more sustainable.

What does being part of Best Bar None involve?

To be recognised by Best Bar None you'll need to demonstrate that your premises meet minimum standards in a number of areas – from the security measures you've put in place to how you deal with antisocial behaviour.

As part of this process an assessor will visit your pub, bar or club both to consider your application and also to share best practice and give you advice tailored to your outlet.

The process culminates with a high-profile awards night with both category winners and an overall winner.

Why should you sign up?

Joining a Best Bar None scheme has a number of benefits for you and your premises including:

- Reducing alcohol-related crime locally, raising the profile of your area as a safe place to enjoy a great night out;
- Demonstrating to your staff and customers that you care about their safety and security on a night out;
- Building positive relationships with key agencies in your local area from the police, to Fire and Rescue services;
- Increasing the knowledge of your staff on licensing law, with a particular focus north of the border on the Licensing Act (Scotland) 2005;

- Providing you with best practice and tailored advice on the responsible management of a licensed premises;
- Generating positive local media coverage for your outlet.

Want to get involved?

In England visit www.bbnsotland.co.uk or email sarah@bestbarnone.com

In Scotland visit www.bbnsotland.co.uk or email bestbarnone@sbcc.org.uk

“The effects of Best Bar None on reducing drunkenness, and in particular on reducing drunken violence, can be spectacular. Since Doncaster introduced the scheme in 2006, violent crime has fallen in the town centre during the evening by over 40%. Durham has also implemented the Best Bar None scheme, and has seen crimes of violence go down by nearly 60%. Meanwhile, bars, pubs and clubs in the centre of Durham have been visited by many more people, because the area is safer, less threatening, and altogether much more pleasant. Alcohol sales are up, but drunken violence is down.”

**Theresa May, Home Secretary
July 2013**

SUPPORTING DRINKAWARE IN YOUR OUTLET

HEINEKEN is a major funder and supporter of the UK's largest alcohol education charity – Drinkaware – which aims to change the UK's drinking habits for the better. You'll find the Drinkaware logo on all of our marketing materials – from our TV ads, to our brand websites, to our secondary packaging.

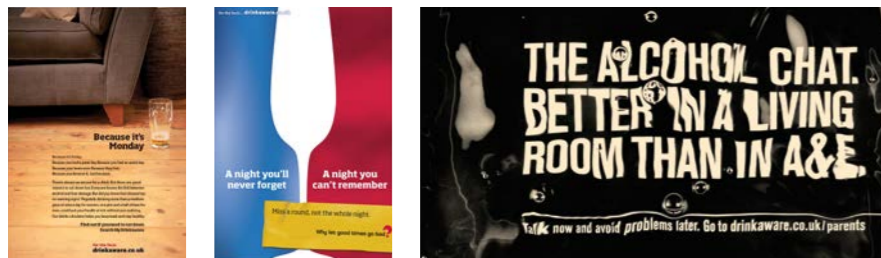
Working in the trade, we have an opportunity to positively influence consumer drinking behaviour. By displaying Drinkaware campaign materials in your outlet, you can help remind adults of the daily guidelines or target young people with sensible drinking tips) before, during and after their night out.

How can you support?

As a Star Pubs & Bars lessee, you are automatically a Drinkaware member. This means you can play your part in helping increase visibility of Drinkaware's campaigns and signpost your customers to their website.

You can order Drinkaware materials free of charge or if you have a website or social media page why not include a link to www.drinkaware.co.uk

drinkaware.co.uk



DID YOU KNOW?...

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LEADING A RESPONSIBLE DRINKS INDUSTRY

At HEINEKEN, we believe that as producer of the UK's most popular brands and proud owner of Star Pubs & Bars, we can be a valuable partner in tackling alcohol misuse.

Over the past number of years we have taken important steps to demonstrate our commitment to leading a responsible drinks industry.

What we've done:

- Delisted all our high strength ciders, removing White Lightning and Strongbow Black from our product portfolio
- Removed more than 100 million alcohol units from the annual UK market by lowering the ABV of Strongbow and John Smith's
- Distributed over 11 million branded glasses showing unit information into pubs across the UK

- Partnered with Addaction, one of the largest specialist alcohol treatment charities in the UK, to pilot new and innovative ways to reduce alcohol-related harm
- Invested in Best Bar None and Community Alcohol Partnerships to build positive relationships between the licensed trade, police and local authorities, aiming to reduce alcohol related crime and disorder in town centres.

We've made great progress, but we will keep stretching ourselves. To go further and to take bolder actions, we need the support of our business partners.



Web: www.starpubs.co.uk
www.heineken.co.uk

Email: enquiries@starpubs.co.uk
corporate.responsibility@heineken.co.uk

Twitter: [@starpubsandbars](https://twitter.com/starpubsandbars)
[@heineken_UKCorp](https://twitter.com/heineken_UKCorp)



Star Pubs & Bars Limited

3 - 4 Broadway Park
South Gyle
Edinburgh
EH12 9JZ

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