

Latest updates from the Portman Group and advice for Gin brands

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Portman Group*

Portman
Group



Alcohol
Responsibility + Marketing Regulation

PORTMAN
GROUP

Ginposium 2024

Alison Munro, Senior Regulatory
Affairs Manager



WHO ARE WE?

- Founded in 1989, the Portman Group is world-leading as the first alcohol industry marketing regulator as well as the social responsibility for the industry in the UK.
- We are committed to moderation and promoting a sensible relationship with alcohol among those who choose to drink.
- We act as a bridge with industry and UK Government to increase awareness and raise standards.
- The self-regulatory framework is designed to achieve a balance between legitimate marketing freedoms and the protection of consumers from harm.
- We promote responsible marketing through our two Codes of Practice which set the minimum standards for the alcohol industry.
- We also drive higher standards through Best Practice Labelling Guidance and encourage all producers to include four minimum elements on pack to help prevent statutory intervention.



REGULATORY REMIT

Part of a self-regulatory
system working in tandem



1. Names
2. Labels
3. Packaging
4. Promotions
5. Sponsorship
& more



1. TV programme
sponsorship
2. Broadcast
editorial
standards



1. TV, press and radio
2. Social media and
online
3. Cinema
4. Outdoor
5. Direct mail
6. Advertorials

Food Information Regulations 2013

- ABV
- Legal name
- Volume
- Allergy info etc.

Independent Complaints Panel

A specific board dedicated
to adjudicating on
complaints

COMPLAINTS PROCESS



Rachel Childs
Chair



Jon Collins



David Macdonald



Angela McNab



Amanda Orchard



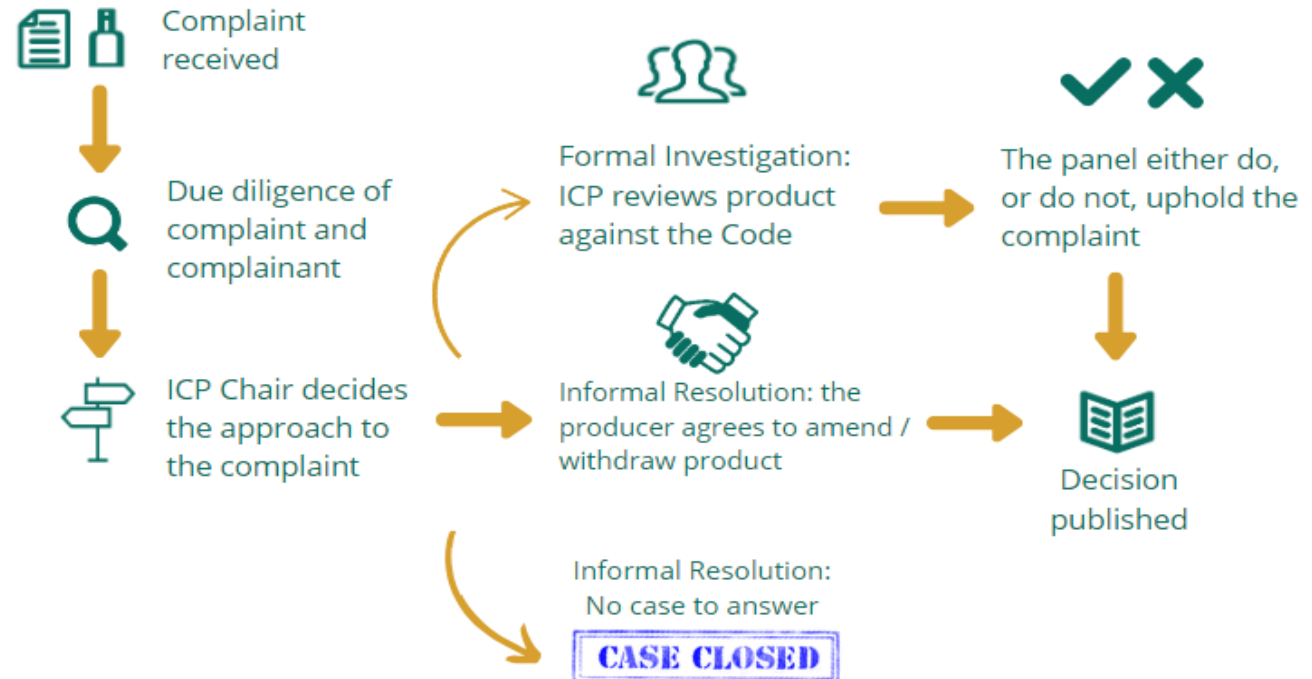
Hina Parmar



Shireen Peermohamed

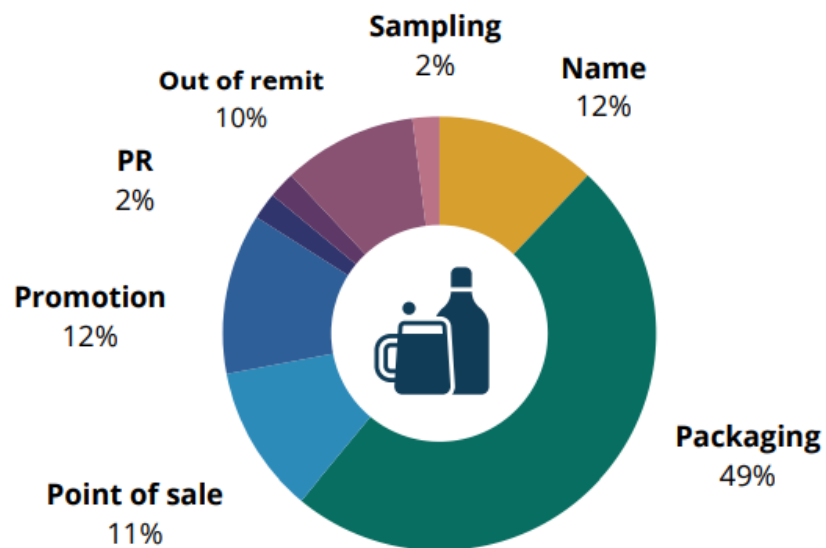
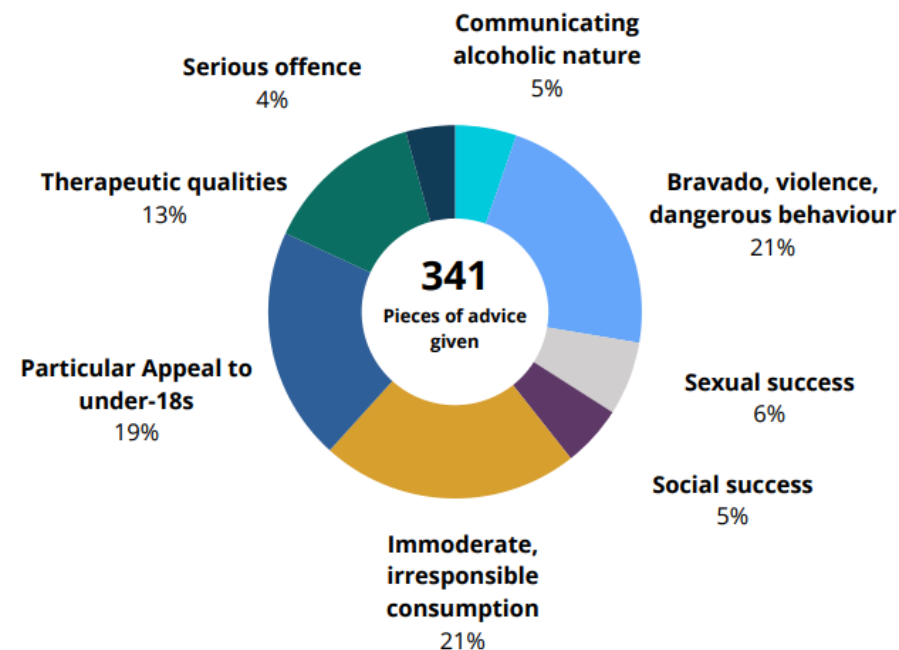
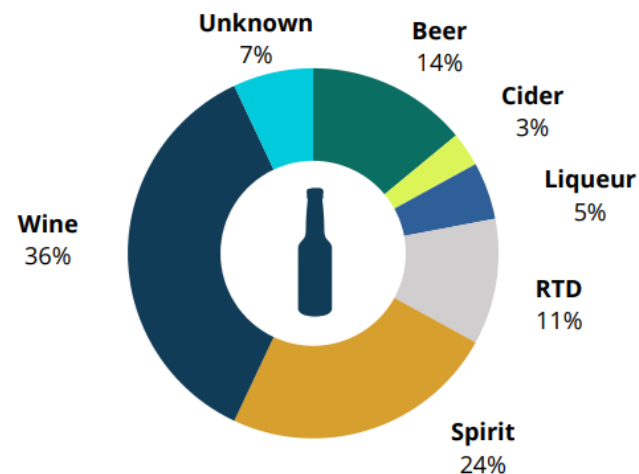


Phil Pick





THE ADVISORY SERVICE



**Of advice requests answered
within 48 hours**



THE ALCOHOL MARKETING CODE



Alcoholic Content



Strength



Anti-social Behaviour



Illicit Drugs



Sexual Success



Popularity



Irresponsible Drinking



Rapid Drinking



Appeal to under 18s



Under 25s



Therapeutic Properties



Offence

THE ALCOHOL MARKETING CODE

Code Rule 3.1 YES Gin

Decision:
Under Code paragraph 3.1
NOT UPHELD

THE ALCOHOLIC NATURE OF A DRINK SHOULD BE COMMUNICATED ON ITS PACKAGING WITH ABSOLUTE CLARITY

Complaint Summary:

"I do not believe that the labelling of this product makes it clear that this is an alcoholic beverage. This is due to the size of text for the alcohol content and nominal volume along with the fact that these pieces of information are upside down, together with the white text on clear background as well as the use of bright colours."

Key Considerations

- The Panel does not make decisions regarding legal compliance
- The number of positive alcohol cues on the bottle



THE ALCOHOL MARKETING CODE

Code Rule 3.2(f)
Engine Gin

Decision:
Under Code paragraph 3.2(f)
NOT UPHELD

A DRINK, ITS PACKAGING OR PROMOTION SHOULD NOT ENCOURAGE ILLEGAL, IRRESPONSIBLE OR IMMODERATE CONSUMPTION, SUCH AS BINGE DRINKING, DRUNKENNESS OR DRINK-DRIVING

Complaint Summary:

"I alongside thousands others have been directly impacted by drink driving incidents and to see this brand lean into it and openly encourage links to driving throughout the brand is disgusting. I believe this brand to be linking itself to driving and therefore a link to drink driving, the use of an oil can and car imagery is not something that a brand should be able to do as well as being very irresponsible.

Key Considerations

- Linking a drink with a vehicle is not inherently problematic
- Does the drink encourage irresponsible consumption?



THE ALCOHOL MARKETING CODE

Code Rule 3.2(h)
Light Up Snow Globe
Gin Liqueur

Decision:
Under Code paragraph 3.2(H)
UPHELD

A DRINK, ITS PACKAGING AND ANY PROMOTIONAL MATERIAL OR ACTIVITY SHOULD NOT IN ANY DIRECT OR INDIRECT WAY HAVE A PARTICULAR APPEAL TO UNDER-18S

Complaint Summary:

"I believe the light-up bottles of gin and other drinks being sold and prominently displayed by Marks and Spencer are in breach of Portman's rules regarding appeal to children."

These alcoholic drinks are being sold as a novelty which is against the principle of the Portman rules and are encouraging children to see them as a fun item."

Key Considerations:

- The combination of the imagery and interactive elements, such as lights and shimmer effect.
- Was the overall impression likely to resonate more with children than adults?





PRINCIPLES OF RESPONSIBLE MARKETING FOR ALCOHOL ALTERNATIVES

Guidance Note - Alcohol Alternatives



January 2024





| Q&A

