

Portman Group Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks (Fifth Edition)

Updated 14 December 2015

The Fifth Edition of the Code was updated on 14 December 2015. The text of this Code supersedes all previous editions. Complaints received on or after 14 December 2015 will be considered under this Code.

For ease of reference, the updates are shown in italics below:

Rule 3.1 The alcoholic nature of a drink should be communicated on its packaging with absolute clarity.⁸

Footnote 8 (Rule 3.1) *Producers would be expected at least to demonstrate compliance with EU Regulation 1169/2011 on the provision of food information to consumers. Rule 3.1 should be read in conjunction with Code paragraph 1.8.*

Paragraph 4.17 Where a complaint is resolved through Fast Track, the case will be published as such on the Portman Group's website, which will give the name of the company, the category of complainant, the date and the type of activity (e.g. packaging, point-of-sale). *No press release is issued to the media by the Portman Group. Details of the complaint are confidential between the Portman Group, complainant and producer.*

Paragraph 4.20 *In the event of 4.19 above, the company is given up to a further 10 working days to respond fully to the complaint. The Code Secretariat then prepares a 'dossier' of information about the complaint, and any response from the company is incorporated into the dossier. The dossier is sent to both the company and the complainant, who both have up to 5 working days to make any additional comments. If the complainant raises any further points, the dossier is amended to include them. The company is given a further 5 working days to respond and any response is incorporated into the dossier. The final version is then sent to both the complainant and the company before going to the Panel for consideration.*

Paragraph 4.30 Where a complaint is resolved on a Fast Track basis *only the category of the complainant will be named.*

Footnote 23 *Guidance issued under Section 182 of the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with our Retailer Alert Bulletins. This condition should be considered on a case by case basis and in the context of the promotion of the licensing objectives.*