

RAMPANT TT'S

Producer: 247 Enterprises Ltd

SUMMARY OF DECISION

The Panel considered that the packaging failed to make clear the alcoholic nature of the product. The Panel furthermore considered that the test-tube packaging format effectively urged down-in-one consumption and also encouraged irresponsible consumption. The Panel therefore found the product in breach of Code paragraphs 3.1, 3.2(g) and 3.2(f).

LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of "Rampant TT's" after 30 June 2009. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.



MAY 2009

The products opposite have been found in breach of The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Licensees who currently stock the products shown opposite should take careful note of the Licensee Action and Timetable for Implementation sections.

The following should be borne in mind:

- manufacturers are not legally bound to buy back stock from retailers even if the current stock infringes the Code;
- licensees should continue to honour any existing purchase orders and not sell existing stock other than by normal retail trade;
- when reviewing a liquor licence, a licensing authority may enquire about licensees' compliance action with regards to products that breach the Code, so it would be advisable to keep any relevant records, for example the date of new orders placed.

If you have any questions or wish to receive a copy of the Code or additional copies of this Bulletin, please contact: The Portman Group, 7-10 Chandos Street, London W1G 9DQ. Tel: 020 7907 3700; fax 020 7907 3710; or email info@portmangroup.org.uk

The Portman Group Code is supported by over 130 Code Signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Guidance under the Licensing Act 2003 commends the Code to licensing authorities and recommends that they commend it in their statements of licensing policy.

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