

# DEAD PONY CLUB

Producer: Brewdog

## SUMMARY OF DECISION

The Independent Complaints Panel considered the line 'rip it up down empty streets', on the product label, and noted that while the beer was of a lower-than-average strength the phrase still encouraged anti-social behaviour. Accordingly, the Panel found the product to be in breach of Code paragraph 3.2(b).

The Panel expressed concern regarding the phrases 'drink fast, live fast' and 'we believe faster is better' and felt that both phrases urged the consumer to drink rapidly and subsequently found the product to be in breach of Code paragraph 3.2(g).

## LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of Dead Pony Club with the existing packaging, as shown, after 8 July. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.



## APRIL 2014

The product opposite has 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 product 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: Portman Group, 4th Floor, 20 Conduit Street, London W1S 2XW. Tel: 020 7290 1460; or email [info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)

The Portman Group Code is supported by over 140 Code Signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Statutory Guidance under the Licensing Act 2003 is supplemented by Supporting Guidance which commends the Code to licensing authorities and recommends that they give consideration to attaching conditions to licences that require compliance with our Retailer Alert Bulletins.

[www.portmangroup.org.uk](http://www.portmangroup.org.uk)