

Producer: Direct Beers Ltd

SUMMARY OF DECISION

The Independent Complaints Panel concluded that the cartoon-style images used on the labels, in combination with the scatological humour, led the products to have a particular appeal to under-18s in breach of Code paragraph 3.2(h). Some of the products were also found in breach of additional Code paragraphs as follows:

ARSE LIQUOR, IPA

In breach of Code paragraph 3.2(h).



BIG COCK, GOLDEN BEER

In breach of Code paragraph 3.2(d), (h).



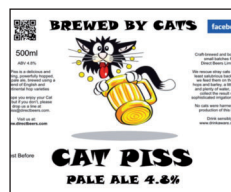
BULLSHIT, GOLDEN BITTER

In breach of Code paragraph 3.2(h).



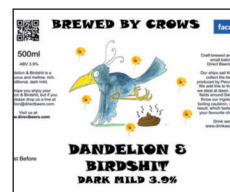
CAT PISS, PALE ALE

In breach of Code paragraph 3.2(h).



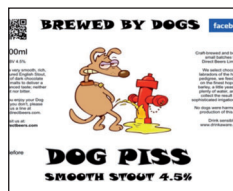
DANDELION & BIRDSHIT, DARK MILD

In breach of Code paragraph 3.2(h).



DOG PISS, STOUT

In breach of Code paragraph 3.2(h).



KNOBHEAD, PALE ALE

In breach of Code paragraph 3.2(d), (h), (f).



PUKE, GOLDEN BEER

In breach of Code paragraph 3.2(d), (f).



SHITFACED, BITTER

In breach of Code paragraph 3.2(b), (f), (h).



YELLOW SNOW, LAGER

In breach of Code paragraph 3.2(b), (h).



LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for Direct Beers Ltd products with the existing packaging, as shown, after **12 September 2014**. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.

JULY 2014

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: Portman Group, 4th Floor, 20 Conduit Street, London W1S 2XW. Tel: 020 7290 1460; or email 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