

SUICYDER

PRODUCER: The Bearded Brewery

SUMMARY OF DECISION

The Independent Complaints Panel ruled that the product name 'Suicyder', when used in combination with imagery that depicted a hanging method of suicide, created a direct link between suicide, alcohol and dangerous behaviour therefore breaching code rule 3.2 (b).

Licensees are asked not to place orders for stocks of Suicyder with the existing name and packaging as shown in the picture above after 20 January 2020. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.



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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, please email: complaints@portmangroup.org.uk or call: 020 7290 1460

The Portman Group Code is supported by over 150 Code signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Statutory Guidance under the Licensing Act 2003 states that licensing authorities should, in the exercise of their licensing functions (in particular, in relation to an application for the grant, variation or review of a premises licence), consider whether it is appropriate to impose conditions on licences that require the licence holder to comply with the Portman Group's Retailer Alert Bulletins.

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