

Problems with alcohol are due to culture, not price. Alcohol is already more expensive in the UK than most other European countries, where binge drinking is not the problem it is perceived to be in the UK. Price increases will just lead to an increase in personal importation and smuggling. Rather than banning promotions and multi buy discounts, and enriching retailers at the expense of responsible consumers, apply The Law ! Being drunk and disorderly/incapable in public is an offence (if not, make it one) and should lead to immediate arrest and a court appearance the very next day. Conviction should result in publication of names/addresses; right to privacy is forfeited in case of public drunkenness. “ Naming and shaming ” is the biggest deterrent of all, especially to women