

Dear Sirs

The French Federation of Spirits drinks (FFS) is very grateful for the opportunity given to provide views on the Government's alcohol strategy.

The FFS represents the French producers and retailers of spirits drinks. Our federation brings together over 200 companies, most of which have an important export activity.

We are very much involved in the social aspect of alcohol and the considerable educational work.

As the recent social marketing studies highlight, positive messages and didactic teaching, including pair's teaching, are more efficient than injunction and restriction when it comes to orientating consumers towards adequate consumption patterns.

These principles guide our submission on United Kingdom's alcohol strategy and, in particular about the minimum unit pricing policy.

Restricting the access to alcohol products is not adept to limit the damage of excessive consumption. Applying a general restriction without focussing on potentially problematic groups, such as young people, may have a limited success.

The measures decreasing the availability of the product or increasing the price will mainly affect negatively responsible consumers without affecting sensitive populations.

Furthermore, this kind of restrictions creates problems for European operators to access the British market. Minimum unit pricing will provoke deregulation and the discrimination on the market in conflict with the common market principles, especially with article 34 of the European Union Treaty.

For all the above, we encourage the British Government to adopt a more education and prevention oriented alcohol strategy.

With regard to the Scottish project about minimum unit pricing, we truly believe that it would be crucial for the Scottish Parliament to take in consideration the detailed opinions recently notified by the European Commission and other Member States.