

Thank you for inviting views on the government's alcohol strategy.

While welcoming your targeting of harmful drinking, spiritsEUROPE fully supports the comments regarding Minimum Unit Pricing made by both the WSTA and SWA in their submissions to the consultation [both attached].

spiritsEUROPE believes that Minimum Unit Pricing (MUP) policy:

- will discriminate between companies in the market;
- conflicts with EU CAP / wine policy objectives, namely “to reach a market balance”, and “to increase the competitiveness of EU wine producers”;
- will not address the harmful drinking problem it sets out to solve;
- represents an illegal barrier to trade [EU treaty (art 34)];
- will negatively affect the vast majority of people who do not abuse alcohol in any way;
- will set a potentially dangerous precedent for non-EU countries to block European products from entering their markets.

We encourage the UK Government to take into full consideration the detailed opinion issued by the European Commission on the same proposal submitted by Scotland to refrain from using price policy instruments to address alcohol-related harm.

spiritsEUROPE represents the interests of the spirits sector in 31 national associations as well as of the 8 leading multinational companies. Distilled spirits are as diverse as the EU's Member States, spanning 46 product categories and including a host of geographically-specific products that contribute to the culture of their regions and the European Union. As the leading voice of the European spirits sector, we seek to maintain and advance the freedom to produce and market spirits in a responsible way.

We are at your disposal for any other request you may have regarding our involvement into this consultation.