



## **Vertical Agreements Block Exemption Order**

### **CMA draft guidelines consultation response**

#### ***Background***

The British Beer & Pub Association represents brewers accounting for over 90% of UK beer production as well as pub operators that own around 20,000 pubs. Established in 1904, the BBPA is the leading trade body representing brewers and pub operators in the UK. The Block Exemption has been very important for the members of the BBPA for many years. In particular, it underpins the symbiotic relationship between pubs and other on-trade establishments, brewers and pub companies which is the backdrop to the many innovative trading relationships that have developed in the industry. The beer tie has existed for centuries and has always been shown to support a competitive market.

We welcome the replacement of the EU Block Exemption with a UK Order and the opportunity to comment on the CMA's draft guidelines.

#### ***Comments of the draft Guidelines***

We believe the current drafting of the Guidelines generally provides the additional clarity and explanation required for businesses operating within the scope of the new UK Block Exemption. However, we would make one important observation in relation to market definition where we do believe greater clarity is required.

BBPA  
5May22