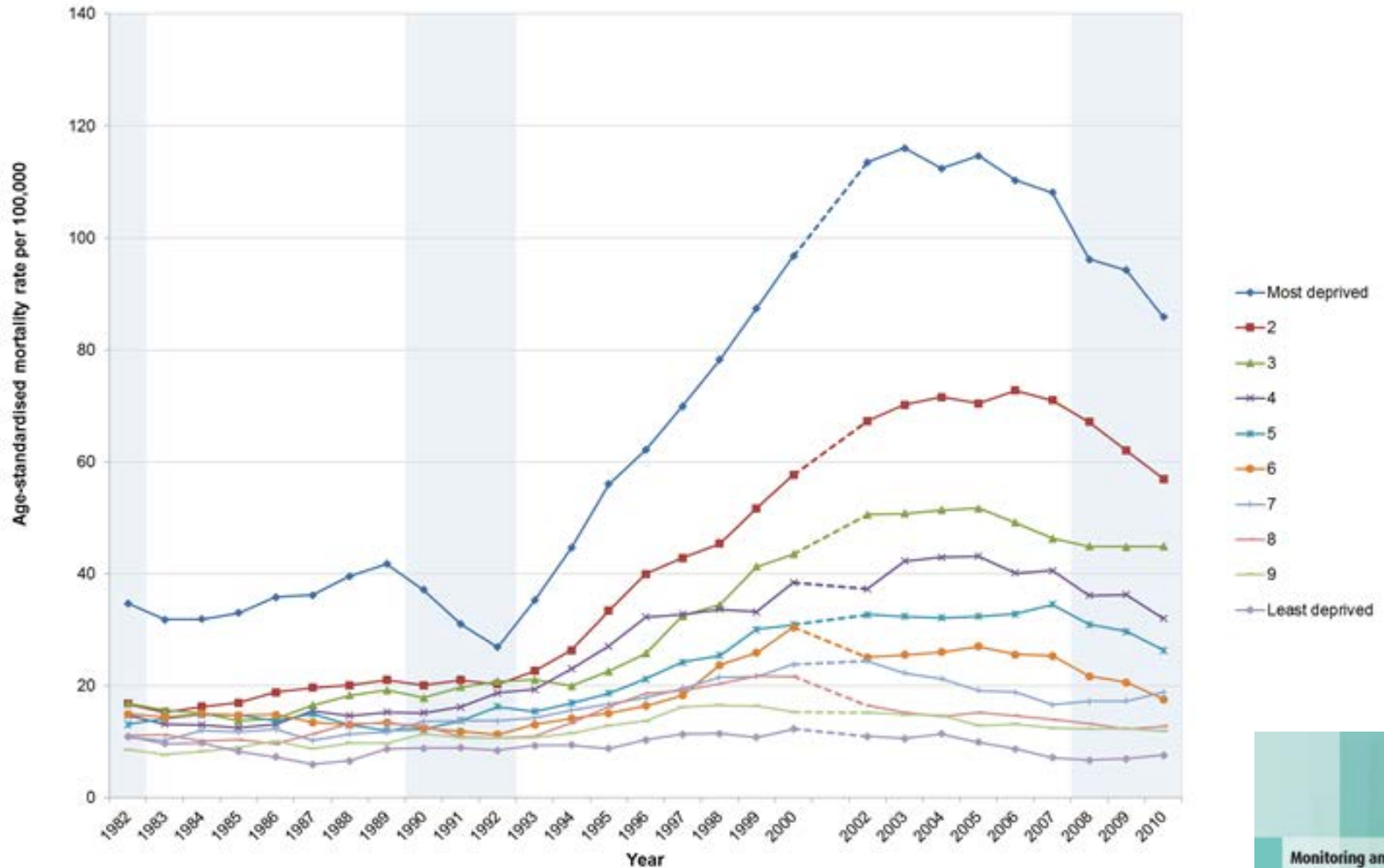


The Grand Experiment of Alcohol Minimum Unit Price in Scotland. The story so far.

Dr Peter Rice,
Chair, Scottish Health Action on Alcohol Problems,
Hon Consultant Psychiatrist NHS Tayside
Hon Senior Lecturer, University of Dundee
Consultant WHO Europe

TRENDS BY INCOME GROUP

Mortality Rates by Deprivation Group



What's Been Changing About Scottish Drinking ?



DISTRIBUTION OF CONSUMPTION IN SCOTLAND

1994	49%	51%
2008	65%	35%
2016	73%	27%

Clinic patients	88%	12%
(heaviest 25%	97%	3%)

Health Scotland 2013, Black Gill Chick 2011

30th April 4pm

8 hours to go.

Panic in the streets of
Glasgow?

Not really....



What would consumers notice ?

Changing Pack Sizes

9th April 2018
20 x 440ml cans
@ 4.0%
70p per can
40p per unit



18th May 2018
15x 440 ml cans @ 4.0
88p per can
50p per unit



What would consumers notice ?



20xBecks 275ml @ 4.8%
15xAmstel 300ml @ 4.1%
12xHeineken 330ml @ 5%
12xStaropramen 330ml @ 5%

Using different bottle and pack sizes to meet same price points.

BE CAREFUL WITH CONSUMPTION and SALES DATA !!

How is collected and from whom?

Self Report Survey

Production or Taxation Volumes

Point of Sales Data from retailers

Purchase data from consumer panels.

Value of Sales **or** Volume of Product **or** Volume of Pure Alcohol

Seasonality, underlying economic trends, exceptional events

SNP brings in minimum pricing... so Scots buy an extra 2m bottles of wine!

A CRACKDOWN on cheap booze in Scotland saw a massive increase in the consumption of alcohol, shocking figures show.

Minimum unit pricing was introduced earlier this year as the main plank of the Scottish Government's battle to tackle problem drinking.

But rather than cutting back, in the three months after the law came into force, Scots drank significantly more.

Overall, an additional 1.8 million litres of booze – equivalent to four million cans of lager or more than two million bottles of wine – were drunk, compared with the same time the previous year.

The SNP promised that the 50p per unit minimum on off-licence sales would save lives 'within months'.

But far from reducing their intake, people have moved onto other drinks and are consuming even more. According to data spe-

By **Gareth Rose**

SCOTTISH POLITICAL EDITOR

cialist Nielsen, drinkers north of the Border spent 14 per cent more on booze and put away 4 per cent more in the first three months the law was in force.

The volume of alcohol consumed from shops – as opposed to pubs, restaurants and nightclubs, which were not affected by minimum pricing – was the highest recorded during the three years for which Nielsen can provide data.

In May, June and July this year shoppers spent £287.4 million on 55.8 million litres of alcoholic drinks, compared with £252.1 million on 53.7 million litres in the same period last year.

There has been a surge in vodkas, gins and ready mixed drinks, such as cans of gin and tonic or rum and coke. And while there has been a

34 per cent shift away from cider – one of the main targets of minimum unit pricing – there has been an equivalent rise in sales of fizzy wines.

It is hugely embarrassing for Ministers, who have insisted for years that minimum pricing would cut consumption and save lives. In

'Minimum pricing is not having the desired effect'

2013, then SNP Health Secretary Alex Neil said: 'Minimum pricing will begin saving lives within months of its introduction.'

Ministers also pointed to research which claimed it would save 392 lives in its first five years. However, they have more recently admitted that the 50p per unit min-

imum, set in 2012, may now be out of date. Calls for it to be increased will only become louder, if consumption continues to rise.

Gemma Cooper, of Nielsen, said: 'In the first three months following the legislation's introduction, the value of alcohol sales in Scotland grew by 14 per cent, in part driven by a 10 per cent increase in prices.'

Interestingly, volume sales in the off-trade also increased, by 4 per cent.

The Scottish Tories warned the Government may need to think again about how it tackles the nation's alcohol problems.

Miles Briggs, Scottish Conservative health spokesman, said: 'Although early days, these find-

ings suggest that minimum unit pricing is not having the desired effect of actually reducing alcohol consumption in Scotland.'

However, retailers warned against increasing the minimum price further.

Ewan MacDonald-Russell, of the Scottish Retail Consortium, said: 'The policy should be evaluated at 50p over a representative time-frame to understand what the long-term implications are.'

'It would be knee-jerk policymaking of the worst kind to look at changing the price so soon after this policy was implemented.'

The Scottish Government said it will not know if the policy is a success for five years.

DRIVEN TO DRINK P27

SHAAP

EDITOR: HEATH-ROBINSON IN ALCOHOL: PAUL DUNN
www.shap.co.uk

WHAT DOES (Partial) 2018 POINT OF SALES DATA TELL US?
(With 8 months with MUP, 4 months without)

Sales rose in England by 3% and fell in Scotland by 3%

Scotland

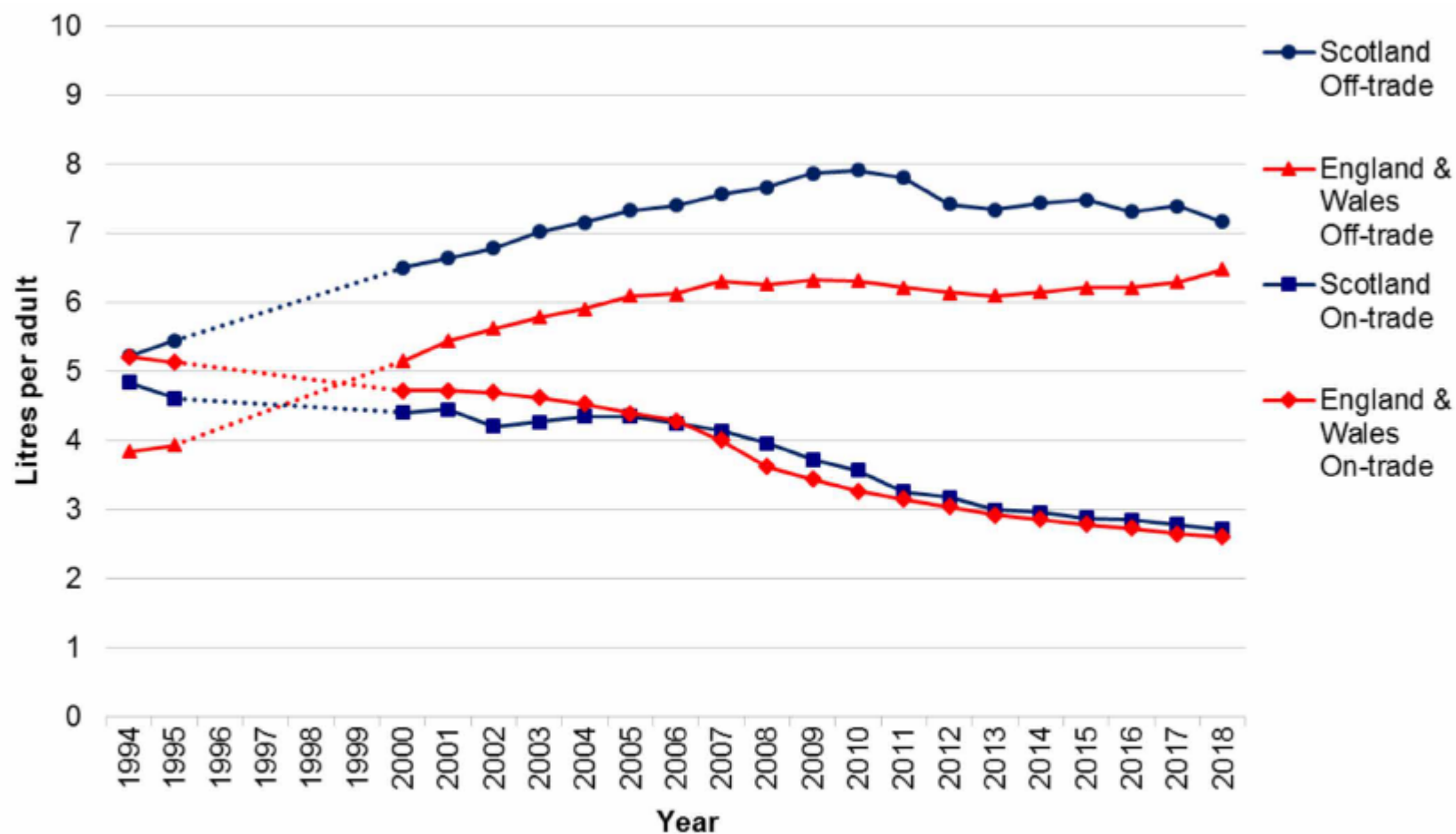
On Sales fell by 8 units / Off Sales fell by 23 units per adult/yr

England

On Sales fell by 5 units / Off sales rose by 18 units per adult/yr.

Scotland > England consumption gap in 2010 was 21%.
in2018 was 9%.

Volume of pure alcohol sold per adult in Scotland and England & Wales, by trade sector, 1994–2018



Source: Nielsen/CGA sales dataset (off-trade sales from 2011 onwards adjusted to account for the loss of data from discount retailers; see [Appendix 1](#) for more details).



Sub standard

Rusting nuclear subs cost £30m a year

PAGE 5



LOAN RANGER

Sheyi Ojo signs from Liverpool

Sport



GENIUS KEEPS ROLLING

Rosemary Goring turns spotlight on new Bob Dylan film

PAGE 13

The Herald

27TH YEAR NO. 123

www.heraldscotland.com

WEDNESDAY JUNE 16, 2010

PRICE 51.00 SUBSCRIPTION PRICE FROM 10.10

Sales of alcohol plunge to lowest in 25 years

Drinking drops to record low in the year minimum pricing introduced

HELEN MCGARRE
HEALTH CORRESPONDENT

ALCOHOL sales by volume in Scotland fell to an all-time low in the year that minimum pricing came into force.

The latest data, for 2009, reveals that sales in Scotland are now averaging less alcohol than they have since records began in 1984. Exports are also likely to have fallen, with the percentage of 18-year-olds who say they have had a drink dipping below 70 per cent for the first time in 24 years.

Among 15-year-olds the figure was less than 50% for the first time on record, backing up mounting evidence worldwide that young people are turning their backs on booze.

However, adult drinkers north of the border are continuing to eagerly sample, around the recommended guidelines on units, and overall alcohol intake in Scotland remains well above that of England and Wales.

According to today's report by the Monitoring and Evaluating Unit,

Scotland's Alcohol Strategy (MEAS), average alcohol consumption per adult was 10 units per person per week, compared to the recommended maximum of 14 units. The figure is equivalent to around three small glasses of wine or three bottles of beer.

In 2009, adults in Scotland also drank the equivalent of an extra 1.6 litres of pure alcohol each, on average, compared to adults in England and Wales. The analysis clearly shows rising the risk of minimum pricing was on reducing alcohol consumption in this did not take effect until about half-way through 2010, on May 1.

It is a minimum level of 10 pence per unit introduced, setting the price of a three-litre bottle of 40% alcohol to more than £1 at least £1.25, while a standard 500ml bottle of 40% alcohol would cost about £1.25.

Campaigners say there is mounting evidence from the industry that the price policy, such as high strength sales, have experienced a decline in sales as a result.

But the data also shows that the

Continued on Page 6

And then there were five...



► They track Boris Johnson, Jeremy Hunt, Michael Gove, Nigel Farage and Nicky Morgan before they entered the fray during last night's TV debate.

Stewart feels the heat for ruling out no-deal Brexit

MICHAEL BENTLEY
UK POLITICAL EDITOR

NICKY Stewart was accused of promoting the "same old party line" as he ruled out a no-deal Brexit after stating he would rule out a no-deal Brexit.

The International Development Secretary, who earlier denied disabled his ally in the second round of the election, was accused of promoting the "same old party line" as he ruled out a no-deal Brexit.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Political party	Percentage
Boris Johnson	12%
Jeremy Hunt	4%
Michael Gove	4%
Nicky Stewart	3%
Nigel Farage	3%
David Cameron	3%

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

Stewart's ruling out a no-deal Brexit was seen as a sign of weakness by some Tory MPs, who accused him of being a "yes man" to the Prime Minister.

NEWS



Autumn views at risk from spread of tree disease

Page 7



Today's ceremonies at universities of Glasgow and Strathclyde

Page 12

BUSINESS

FirstGroup war of words with activist investors

Page 20



Orkney & Shetland.

Escape the everyday

www.orkneyferries.co.uk

Operated by SERCO



NorthLink
FERRIES



OPEN ACCESS



Immediate impact of minimum unit pricing on alcohol purchases in Scotland: controlled interrupted time series analysis for 2015-18

Amy O'Donnell,¹ Peter Anderson,^{1,2} Eva Jané-Llopis,^{2,3,4} Jakob Manthey,^{5,6} Eileen Kaner,¹ Jürgen Rehm^{3,5,7,8,9,10,11}

For numbered affiliations see end of the article.

Correspondence to: P Anderson
peter.anderson@newcastle.ac.uk
ORCID 0000-0003-4605-9828

Additional material is published online only. To view please visit the journal online.

Cite this as: *BMJ* 2019;366:l5274
<http://dx.doi.org/10.1136/bmj.l5274>

Accepted: 2 August 2019

ABSTRACT OBJECTIVE

To assess the immediate impact of the introduction of minimum unit pricing in Scotland on household alcohol purchases.

DESIGN

Controlled interrupted time series analysis.

SETTING

Purchase data from Kantar Worldpanel's household shopping panel for 2015-18.

PARTICIPANTS

5325 Scottish households, 54 807 English households as controls, and 10 040 households in northern England to control for potential cross border effects.

INTERVENTIONS

Introduction of a minimum price of 50p (€0.55; \$0.61) per UK unit (6.25p per gram) for the sale of alcohol in Scotland on 1 May 2018.

MAIN OUTCOME MEASURES

Price per gram of alcohol, number of grams of alcohol purchased from off-trade by households, and weekly household expenditure on alcohol.

RESULTS

The introduction of minimum unit pricing in Scotland was associated with an increase in purchase price of 0.64p per gram of alcohol (95% confidence interval 0.54 to 0.75), a reduction in weekly purchases of 9.5 g of alcohol per adult per

household (5.1 to 13.9), and a non-significant increase in weekly expenditure on alcohol per household of 61p (–5 to 127). The increase in purchase price was higher in lower income households and in households that purchased the largest amount of alcohol. The reduction in purchased grams of alcohol was greater in lower income households and only occurred in the top fifth of households by income that purchased the greatest amount of alcohol, where the reduction was 15 g of alcohol per week (6 to 24). Changes in weekly expenditure were not systematically related to household income but increased with increasing household purchases.

CONCLUSIONS

In terms of immediate impact, the introduction of minimum unit pricing appears to have been successful in reducing the amount of alcohol purchased by households in Scotland. The action was targeted, in that reductions of purchased alcohol only occurred in the households that bought the most alcohol.

Introduction

Alcohol is the seventh leading risk factor for ill health and premature death globally, and causally related to a wide range of acute and chronic health outcomes.¹⁻³ In the United Kingdom, alcohol is the sixth most important risk factor after tobacco, dietary risks, high body mass index, high blood pressure, and high fasting plasma glucose.⁴ As part of a comprehensive

thebmj

Customer Recorded Sales Data 2018 Scotland England Comparison

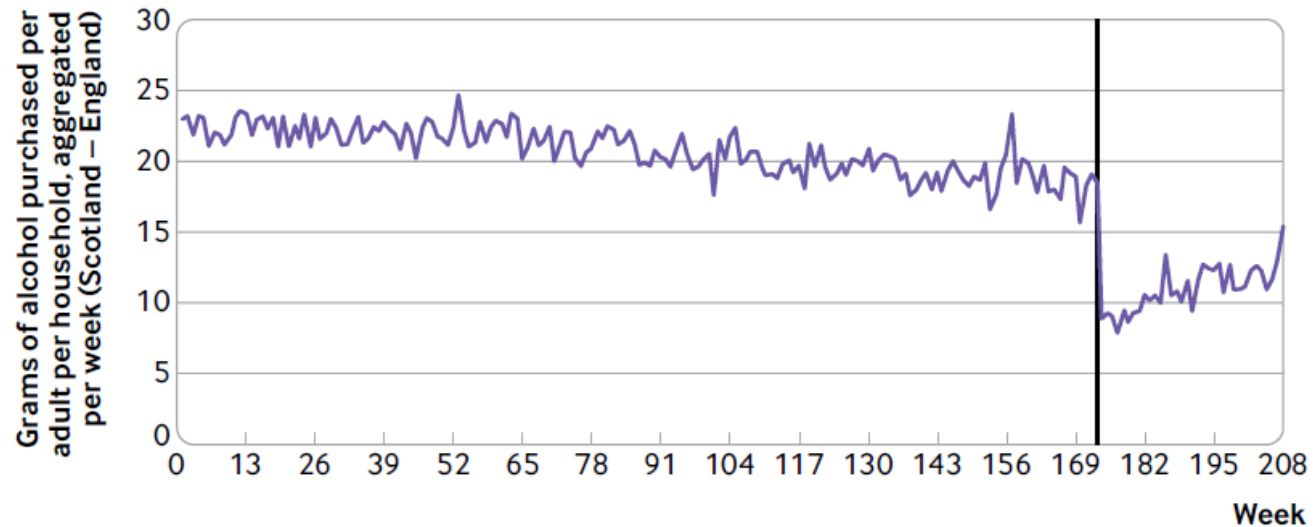


Fig 2 | Plot of grams of alcohol purchased per adult per household aggregated by week, difference Scotland minus England, by week (1=first week of 2015; 208=last week of 2018). Vertical line=introduction of minimum unit price, week 174

Customer Recorded Sales Data 2018 Scotland England Comparison

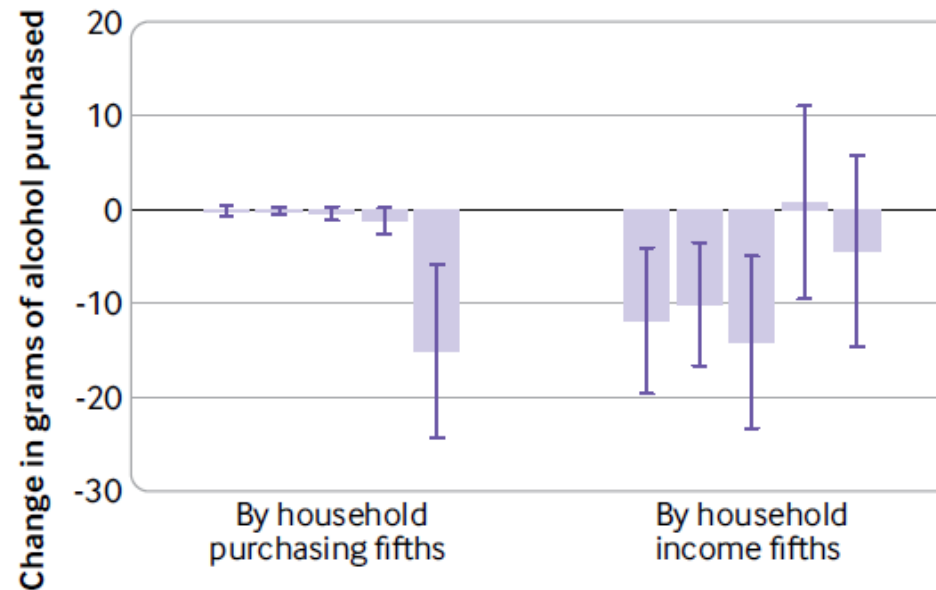


Fig 4 | Coefficients for changes in grams of alcohol purchased per adult per household, aggregated by week (main analysis, Scotland minus England), by purchasing fifths (lowest to highest from left to right) and income fifths (lowest to highest from left to right). Whiskers=95% confidence intervals

WHAT DO WE KNOW SO FAR?

Scottish off sales down in 2018 (with 8 months of MUP)

Scottish purchases down in 2018 almost all in 20% heaviest buyers.
No evidence of “punishing responsible drinkers.”

For 2018 mortality data 1% increase in alcohol specific mortality
Falls in deprived areas (eg Glasgow), rise in wealthy areas.
Fall in men, rise in women.
Fall in ARLD deaths, rise in Mental and Behav disorder deaths.

WHAT NEXT ?

Hospital Admission data for April 18-March 19 in November 2019

Mortality data for 2019 in June 2020.

Several studies still to come. Homeless, heavy drinkers, market impact.

Review of Scottish MUP level in 2020.

Scotland / Wales	58c per 10mls/8g alcohol
Ireland	80c
Australia NT	64c

“Sunset Clause” assessment by Scottish Parliament in 2023.

What can be done to improve sales and consumption data?

- Accurate volumes by pure alcohol (including cross border)
- Regional distribution (Inequalities)
- Predictable variation. Seasonality, weather, major event.

shop rents reflects UK high distress



Sturgeon seeks to quell SNP independence calls



Sturgeon steps up pressure immigration powers

Scotland + Add to myFT

Scotland calls time on cheap super-strength booze

Flagship SNP policy seeks to lead way in battle to curb problem drinking



© Andy Buchanan/AFP

Mure Dickie in Edinburgh, APRIL 29, 2019



The drinks industry, which battled minimum pricing all the way to the UK Supreme Court, also seems ready to put opposition aside for now.



Ivan Menezes: 'We passionately want people to drink better, not more, and that's how we create value' © Bryan van der Beek/Bloomberg

Speaking in Edinburgh earlier this month to announce a **£150m investment** in new whisky visitor attractions, Ivan Menezes, chief executive of Diageo — the world's biggest drinks group — said he was "not concerned" about the policy.

"We passionately want people to drink better, not more, and that's how we create value," he said.

THIS IS WHAT THE DRINKS INDUSTRY IS SAYING ABOUT SCOTLAND'S MINIMUM UNIT PRICING

2nd May, 2018 by Edith Hancock

← Previous

Slideshow 1 2 3 4 5 6 7 8

Next →

The Scotch Whisky Association



SWA chief executive Karen Betts.

The SWA told *the drinks business* that, after "working cooperatively" with the Scottish government on MUP for the best half of the last decade, it hopes the law's enforcement : "will be smooth."

"In parallel, we continue to work in partnership with a range of stakeholders to promote responsible drinking and to tackle alcohol-related harm.

While the SWA said it does "agree with the Scottish government that there needs to be an objective, independent and robust assessment of the impact of minimum unit pricing", the industry body added that "impact on the trade" was equally as important in measuring the success of MUP.

FOR MORE INFORMATION - CLICK HERE

SUBSCRIBE TO OUR NEWSLETTERS

email address

☐ Daily Newsletter

☐ Asian Newsletter

☐ US Newsletter

☐ Jobs Alert

SUBSCRIBE

LATEST NEWS

MOST READ



BEAVERTOWN'S HEINEKEN DEAL: HOW THE INDUSTRY REACTED



POLITICIANS' FAVOURITE GAY HUSSAR CLOSES

SHAAP

SCOTTISH HEALTH ACTION ON ALCOHOL PROBLEMS
www.shaap.org.uk

