



Mitchells  
& Butlers

# ALCOHOL AND SOCIAL RESPONSIBILITY POLICY

England & Wales

Mitchells  
& Butlers

# SERVING ALCOHOL RESPONSIBLY



Mitchells & Butlers is the leading operator of restaurants and pubs in the UK. Our leading portfolio of brands includes Harvester, Toby Carvery, Vintage Inns, Premium Country Dining Group, Crown Carveries, Sizzling Pubs, Browns, Miller & Carter, Metro Professionals, All Bar One, Nicholson's, O'Neill's and Ember Inns.

We serve around 130 million meals and 420 million drinks each year and are one of the largest operators within the UK's £70 billion eating and drinking-out market. Our restaurants and pubs operate in hundreds of communities around the country.

Mitchells & Butlers is committed to operating all of its licensed premises responsibly, safely and within the law, and to work closely and constructively with the authorities.

The Company does not operate any 24 hour licences.

## WORKING IN PARTNERSHIP

We strongly support local 'Pubwatch' schemes and crime prevention initiatives and aim to participate fully in the drive against 'binge drinking' and its related effects. It is Company policy for all managers to join and support a local 'Pubwatch' scheme if one exists. We also actively support our managers in participating in local Best Bar None schemes.

As a company, we are involved in several projects with the authorities, including the Cross-sector Safety and Security Communications partnership (CSSC), Project Griffin and the Metropolitan Police Strategic Business Crime Forum.

We have been closely engaged with the Government's Public Health

Responsibility Deal. Mitchells & Butlers has signed up to a series of alcohol pledges including providing clear unit labelling on our drinks menus, support of alcohol awareness campaigns and Challenge 21.

As part of our Public Health Responsibility Deal alcohol pledge commitments, Mitchells & Butlers are working with a number of trade associations to help increase customer understanding of unit information in our restaurants and pubs.



# PROMOTING RESPONSIBLE DRINKING

We understand we have a duty to ensure the responsible operation of all our businesses for our guests, employees and the wider community, which includes ensuring consumers, have the information they need to make informed choices when eating and drinking in our businesses. We support initiatives to build our guests' knowledge about what they are drinking and also support anti-drink drive initiatives. As a result, the majority of our businesses now include unit information on drinks menus to help promote customer awareness of responsible drinking, and a range of soft drinks are always available.

Additionally, in relation to the drinks we serve:

- There will always be a choice of soft drink at less than the price of a pint of beer, even during promotions or where discounts are offered

SOFT DRINKS									
Pepsi   Diet Pepsi									
JUICES									
ORANGE JUICE   PINEAPPLE JUICE									
CRANBERRY JUICE   APPLE JUICE									
CORDIALS									
ELDERFLOWER   GINGER AND LEMONGRASS									
POMEGRANATE AND ELDERFLOWER									
BOTTLES									
COCA-COLA   DIET COKE									
Please note ABV's may vary slightly to those stated on the menu <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>									

- Mitchells & Butlers uses toughened glass widely and reviews usage on a regular basis. In some premises, polycarbonate is also used, for example, when we are arranging a special event.
- Our standard spirit measure is a single 25ml.

Mitchells & Butlers is a major funder of the Drinkaware Trust. The Trust's aim is to promote responsible drinking by finding innovative ways to challenge the national drinking culture. In turn, this helps reduce alcohol misuse and minimise alcohol-related harm.

We use the Drinkaware logo and the "Why let good times go bad?" strap line widely on our drinks menus and brand websites.

## PREVENTION OF UNDERAGE DRINKING

In order to help prevent underage drinking, Mitchells & Butlers operate a Challenge 21 policy at our businesses in England & Wales. If a guest appears to be under 21 then we require proof that they are over 18, before alcohol will be sold. In these circumstances, our server will ask to see an acceptable form of proof of age identification. If a guest cannot provide this, they will be politely refused service and advised to return with the necessary ID. In accordance with the Home Office

guidelines, we only accept 4 types of proof of age ID:

- Proof of age card with 'PASS' accredited hologram
- International passport
- UK photo-card driving licence (full or provisional)
- Military identification card

We now electronically record instances where service has been refused as a result of a person being unable to provide acceptable ID to prove their age. We also operate an in-house Test

Shopping scheme, in order to check use of the Challenge 21 policy by our servers.

As a matter of good practice, we do not serve alcohol to anyone under the age of 18, even though there are circumstances in the law which allow this. This is in order to ensure that we are doing all we can to prevent underage drinking and uphold our licensing responsibilities.



# RESPONSIBLE PRICING AND PROMOTIONS POLICY

Mitchells & Butlers operate a Responsible Pricing and Promotions Policy for all alcoholic drinks, which is set out below. We want to make sure our guests are offered choice and value without inducements to drink to excess. We aim to offer guests real service and real value at fair, competitive prices. We also seek to encourage increasing numbers of guests to visit and return to Mitchells & Butlers restaurants and pubs, rather than to seek to encourage increased consumption by individual guests during any one visit



## **All of our Company promotional material will avoid:**

- Association with anti-social behaviour or violence
- Appealing particularly to under 18s rather than to adults
- Purchase by or sale to under 18s
- Association with illicit drugs
- Suggestion that alcohol can enhance mental or physical capabilities

## **Any promotional activity must be approved by the Head of Brand Marketing and a Brand Operations Director, and observe the following additional Company guidelines:**

- The maximum serve of spirits in one glass is a double measure
- Free drink vouchers are acceptable only if redemption is limited to one per person, to be detailed in print on the terms and conditions of the voucher, and team members are briefed in advance to be vigilant for any perceived abuse of the offer's terms and conditions
- No unreasonable price based volume inducements. For example:
  - ◆ Shared drink serves such as cocktail pitchers or pitchers of beer, which are for consumption by groups of guests, will be at prices which reflect reasonable discounts from the price, were the component drinks to have been bought individually. For example, a four pint pitcher will be priced so that the fourth pint is not 'free' – it will be the sum of three pints at full price plus a positive contribution, usually at least £0.50, from the fourth pint.
  - ◆ A double measure of spirits that is at least £0.60 more than a single measure is acceptable. A double represents around two units of alcohol, about the same as a standard pint of lager.
- Any single full serve size alcoholic drink priced below £1.25 will require the approval of the Brand Operations Director, and is subject to any statutory minimum pricing.
- All pub/bar specific promotional activity is required to be agreed by the relevant Brand Operations Director

## INVESTMENT IN TRAINING

Mitchells & Butlers is committed to educating, training and supporting its managers and team members so that they are able to carry out their duties under this policy and the law. We are recognised by the British Institute of Innkeeping (BII) as a leading provider of training, and are a registered BII training centre for delivering in-house courses.

We have robust training practices in place to support our 40,000 team members and ensure we deliver confident and responsible service across our businesses. Our Challenge 21 policy is firmly embedded across our estate.

Each member of our retail team receives a comprehensive programme of training. This includes understanding their legal responsibilities to not sell alcohol to under 18s, or those who have had too much to drink. A 'Challenge 21' eLearning module is completed as part of the induction training program.

As a matter of course, all employees, including our contracted Door Supervisors, are made aware of Mitchells & Butlers' legal and social obligations and of the need for proof of age. In addition, stipulated six monthly refresher training sessions are completed for all servers of alcohol, to remind them of their licensing responsibilities. This is reinforced

with a Licensing poster which has been specially produced for Team Members and displayed at each business to outline the legal requirements for serving alcohol and the licensing objectives.

Regular updates are given at team meetings on articles about any licensing matters which the Company may communicate in its in-house newsletter, security and licensing newsletter, brand newsletters, or through communication from line management.



Each year, around 1,700 team members complete the BIIAB 'Award for Personal Licence Holders', which is the recognised national qualification in the licensed trade. This then enables them to obtain their Personal Licence.





# CREATING THE RIGHT ENVIRONMENT

In order to support our management teams and provide a safe and secure environment for our guests and employees, some of our premises use the services of SIA licensed Door Supervisors. To ensure standards, we only contract to use security staff from our list of company approved suppliers.

Following the introduction of the smoking ban in 2007, the use of electronic cigarettes has emerged. Mitchells & Butlers has reviewed this subject and taken the decision not to allow the use of electronic cigarettes in our premises. This is out of consideration for other guests and to avoid potential conflict arising from

the distinction between these and real cigarettes.

All of our premises also have a CCTV system installed, for the purposes of crime prevention and public safety.



## APPENDIX 1

### *Units of alcohol per drink*

#### DRAUGHT BEER & CIDER

Brand	ABV%	Units per pint	Units per half pint
Carlsberg	3.8%	2.2	1.1
Carling	4.1%	2.3	1.2
Becks Vier	4.0%	2.3	1.1
Amstel	4.1%	2.3	1.2
Fosters	4.0%	2.3	1.1
Stella	5.1%	2.9	1.4
Premium Lager	5.0%	2.8	1.4
Tetley Smoothflow	3.6%	2.0	1.0
Worthington Smoothflow	3.6%	2.0	1.0
John Smiths Smoothflow	3.8%	2.2	1.1
Guinness	4.1%	2.3	1.2
Strongbow	4.5%	2.6	1.3

## WINE

ABV%	Units per 175ml	Units per 250ml	Units per 75cl
9.0%	1.6	2.3	6.8
9.5%	1.7	2.4	7.1
10.0%	1.8	2.5	7.5
10.5%	1.8	2.6	7.9
11.0%	1.9	2.8	8.3
11.5%	2.0	2.9	8.6
12.0%	2.1	3.0	9.0
12.5%	2.2	3.1	9.4
13.0%	2.3	3.3	9.8
13.5%	2.4	3.4	10.1
14.0%	2.5	3.5	10.5
14.5%	2.5	3.6	10.9

## SPIRITS

Brand	ABV%	Single (25ml)	Double (50ml)
Baileys	17.0%	0.4	0.9
Malibu	21.0%	0.5	1.1
Pimms	25.0%	0.6	1.3
Southern Comfort	35.0%	0.9	1.8
Smirnoff Red	37.5%	0.9	1.9
Smirnoff Blue	45.0%	1.1	2.3
Bacardi	37.5%	0.9	1.9
Gordons	37.5%	0.9	1.9
Others	40.0%	1.0	2.0

*A 'unit' is equivalent to 10ml of pure alcohol*

*To calculate units: %ABV x Vol. in ml / 10*



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More information is available at [www.mbplc.com](http://www.mbplc.com)