**05 February 2014**

**COMMENT ON BEHALF OF PUBS OF ULSTER REGARDING DRINKS PROMOTIONS IN QUB STUDENTS’ UNION**

“Pubs of Ulster are passionate about ensuring that our members promote and sell alcohol responsibly. As the representative body of the licensed trade in Northern Ireland, we strongly discourage any practice that could promote the misuse or abuse of alcohol.

“Anyone with concerns about alcohol promotions should make a formal complaint to the Joint Industry Code for the Responsible Retail and Promotion of Alcohol at [responsibleretailingcodeNI@gmail.com](mailto:responsibleretailingcodeNI@gmail.com?subject=Web%20site%20enquiry) or by writing to Responsible Retailing Code NI, C/O 91 University Street, Belfast BT7 1HP.”

* **ENDS-**

For further information please contact Arlene O’Connor at MCE Public Relations on 028 9026 7099 or [Arlene@mcepublicrelations.com](mailto:Arlene@mcepublicrelations.com)