**PUBS OF ULSTER STATEMENT ON THE BOX DRINK PROMOTION**

**22 FEBRUARY 2014**

Statement regarding today’s Irish News front page story on The Box drink promotion.

**Colin Neill, Chief Executive of Pubs of Ulster said:**

“Once again this highlights the issue of alcohol being sold at so called ‘pocket money prices’.  This incident is a huge concern for Pubs of Ulster and I have had a conference call with my Executive Board today to discuss the issue and how we can tackle it.

“Pubs of Ulster have long called for supermarkets to end cheap drink promotions and we would ask the same of licensees, and that includes The Box. Retailers and licensees have a duty to sell alcohol responsibly and must move away from promoting alcohol at ‘pocket money prices’ which can encourage irresponsible alcohol consumption.

“Pubs of Ulster has long been calling for a minimum unit price for alcohol and in light of this latest story, we hope the Health Minister will prioritise his report on minimum unit pricing as a matter of urgency.”

-**Ends-**

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