PRESS RELEASE

**Complaint Upheld**

The Independent Complaints Panel, that oversees the Responsible Retailing Code NI on Alcohol, has upheld a complaint against D-Bees Off Sales, Lurgan.

The promotion, that included an Easter egg, was found to breach the Code, in that it associated a product (an Easter egg), that could appeal to children with an alcohol promotion.

Whilst the ICP upheld the complaint, the panel noted that the premises acted quickly to remove the promotion and at no time were persons under eighteen years of age targeted by the promotion and that none of the promoted products were sold.

The Responsible Retailing Code NI recognises that responsibly served, well-managed promotions and sales practices are a legitimate way of maintaining and developing business. However, irresponsible promotions and sales practices that may encourage or incite individuals to drink to excess, fuel drunkenness or engage in antisocial behaviour should have no place in a well-managed premises.

The Responsible Retailing Code outlines the basic standards expected of those involved in the production, promotion, retail and service of alcohol in Northern Ireland, but does not and or cannot:

* Set a minimum price for alcohol (this would breach European competition laws)
* Include any provisions relating to price (this would breach European competition laws)
* Seek to ban or prevent all promotional activity around alcohol, simply that which is judged to be irresponsible.

ENDS