

CRUNK JUICE

Producer: Gila Brew Co.

SUMMARY OF DECISION

The Panel concluded that the alcoholic nature of the product was not communicated clearly on the packaging and found the product in breach of Code paragraph 3.1. It also concluded that as one can contained 8.4 UK units, more than double the Chief Medical Officers' sensible drinking guidelines for men, the product packaging encouraged irresponsible or immoderate consumption in breach of Code paragraph 3.2(f).

The company has agreed revised packaging with the Portman Group Advisory Service.

LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of Crunk Juice, as shown in the picture above, after 31 March 2012. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.



SUCK & BLOW

Producer: SAB Enterprises

SUMMARY OF DECISION

The Panel concluded that the product name had associations with sexual success, the product design urged the consumer to 'down' the product in one, and the childish font, bright product colours and novel packaging meant that overall the product would appeal particularly to under-18s. Accordingly it found the product in breach of Code paragraphs 3.2(d), (g) and (h).

The company agreed to consult the Portman Group's Advisory Service for guidance on appropriate changes to the packaging.

LICENSEE ACTION AND TIMETABLE FOR IMPLEMENTATION

Licensees are asked not to place orders for stocks of Suck & Blow, as shown pictured here, after 31 March 2012. Licensees who place orders before this date should consider limiting the order to the quantity that would normally be sold by this date.



JANUARY 2012

The products opposite have been found in breach of the Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Licensees who currently stock the products shown opposite should take careful note of the Licensee Action and Timetable for Implementation sections.

The following should be borne in mind:

- manufacturers are not legally bound to buy back stock from retailers even if the current stock infringes the Code;
- licensees should continue to honour any existing purchase orders and not sell existing stock other than by normal retail trade;
- when reviewing a liquor licence, a licensing authority may enquire about licensees' compliance action with regards to products that breach the Code, so it would be advisable to keep any relevant records, for example the date of new orders placed.

If you have any questions or wish to receive a copy of the Code or additional copies of this Bulletin, please contact: Portman Group, 4th Floor, 20 Conduit Street, London W1S 2XW. Tel: 020 7290 1460 or email info@portmangroup.org.uk

The Portman Group Code is supported by over 140 Code Signatories representing the overwhelming majority of the drinks industry. The Secretary of State's Guidance under the Licensing Act 2003 commends the Code to licensing authorities and recommends that they commend it in their statements of licensing policy.