

Whitbread Group plc Responsible Drinking Policy

Introduction

As part of our Corporate Responsibility programme, Good Together, Whitbread and its brands are committed to supporting the health and wellbeing of our customers. We believe that alcohol can be enjoyed as part of a healthy and balanced lifestyle provided customers and team members act in a responsible and informed way.

Business Context

Our value restaurant business model promotes family orientated occasions where food, rather than alcohol is the primary focus. This is evidenced by our restaurant sales; revenues are circa 70% food and only 30% drinks, including alcohol. 20-25% of total wet sales are soft drinks (dependent on facia).

However, misuse of alcohol can be harmful and we believe it is important to support responsible drinking within our outlets. We achieve this through training of our team members and providing appropriate products and information to enable our customers to enjoy alcoholic drinks responsibly and to take account of official guidance on alcohol consumption.

Our Commitment

As signatories to the Portman Group, our policy is to promote sensible drinking through our service style, range and promotional activity, ensuring that all these areas focus on delivering exceptional quality product, perfectly served.

We do not promote multibuy activity unless responsibly shared and we do not use discounting tactics to encourage excessive consumption.

We have signed up to relevant Public Health Responsibility Deal pledges.

What we do

- ABV's are stated on all wine lists with an Alcohol Units table showing guests the number of units by wine size and ABV. By the end of 2012 we will have extended the information provided on our menus to include unit information on all alcoholic drinks, including messaging about Government/NHS guidance on max recommended daily units for men and women.
- We train our team members via the Licensing Module on AIMS's Academy on line training portal
- Our Bar Excellence Manual includes a section on licensing and best practice on identifying and dealing with guests who should be refused alcohol.
- We support the DrinkAware initiative and display their website address on all menus featuring alcoholic drinks.
- We provide a good choice of both alcoholic and non-alcoholic drinks; soft drinks are now featured on drinks lists across our Restaurant brands rather than the drinks menu just being a wine list.
- We do not stock alcoholic products which could unduly appeal to people under the age of 18.
- We will continue to explore the role of lower abv products across our drinks Range
- 125ml glass sizes are available in all brands upon request.
- We have an Employee Assistance Programme through which employees with concerns about alcohol addiction could seek help.
- Our minimum price for a unit of alcohol will not be lower than prevailing government guidelines.

Policy Owner:
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