

Alcohol Action Ireland – Alcohol Price Survey 2017

Including the implications of Minimum Unit Price, as proposed in the Public Health (Alcohol) Bill

The following tables contain examples of some of the cheapest alcohol products for sale in supermarkets (Five major multiples: Aldi, Dunnes Stores, Lidl, Tesco and Spar; 19 July, 2017) during a price survey carried out in Dublin city centre by Alcohol Action Ireland in July 2017.

As well as the retail price, we show the price per standard drink (10 grams of alcohol) contained in the product, to illustrate how much it costs for a woman and man to reach their respective recommended low-risk limits if purchasing the cheapest alcohol products for sale in the off-trade.

For adults, the weekly recommended low-risk limits for alcohol consumption are:

Men: 17 standard drinks (168 grams of pure alcohol) or less, spread out over the course of a week, with at least two to three alcohol-free days.

Women: 11 standard drinks (112 grams of pure alcohol) or less, spread out over the course of a week, with at least two to three alcohol-free days.

Wine

It is possible for a woman to reach her weekly recommended low-risk limit of 11 standard drinks for €6.16 drinking cheap wine.

It is possible for a man to reach his weekly recommended low-risk limit of 17 standard drinks for €9.52 drinking cheap wine.

<i>Product</i>	<i>Volume ml</i>	<i>ABV</i>	<i>Standard drinks</i>	<i>Retail price</i>	<i>Price per Standard Drinks</i>	<i>MUP</i>
Baron Saint Jean (Aldi)	750	11.5%	6.8	€3.99	59c	€6.80
Fortified: Ruby Port (Tesco)	750	19.0%	11.4	€7.49	66c	€11.40
Revero Vino Tinto (Tesco)	750	12%	7.1	€3.99	56c	€7.10

Spirits

It is possible for a woman to reach her weekly recommended low-risk limit of 11 standard drinks for €6.16 drinking cheap spirits.

It is possible for a man to reach his weekly recommended low-risk limit of 17 standard drinks for €9.52 drinking cheap spirits.

<i>Product</i>	<i>Volume ml</i>	<i>ABV</i>	<i>Standard drinks</i>	<i>Retail price</i>	<i>Price per standard drink</i>	<i>MUP</i>
Tamova Vodka (Aldi)	700	37.5%	20.7	€12.99	63c	€20.70
Old Hopking White Rum (Aldi)	700	37.5%	20.7	€12.69	56c	€20.70
Nikita Vodka (Tesco)	700	37.5%	20.7	€12.99	63c	€20.70

Beer

It is possible for a woman to reach her weekly recommended low-risk limit of 11 standard drinks for €5.17 drinking cheap beer.

It is possible for a man to reach his weekly recommended low-risk limit of 17 standard drinks for €7.99 drinking cheap beer.

<i>Product</i>	<i>Volume ml</i>	<i>ABV</i>	<i>Standard drinks</i>	<i>Retail price</i>	<i>Price per standard drink</i>	<i>MUP</i>
Tesco Lager*	440	3.8%	1.3	€2.64 for 4	51c	€5.20
Galahad (Aldi)	500	4%	1.6	75c	47c	€1.60
Karpackie* (Spar)	500	5%	2.0	€5.50 for 4	69c	€8.00

*Multipack

Cider

It is possible for a woman to reach her weekly recommended low-risk limit of 11 standard drinks for €4.95 drinking cheap cider.

It is possible for a man to reach his weekly recommended low-risk limit of 17 standard drinks for €7.65 drinking cheap cider.

<i>Product</i>	<i>Volume ml</i>	<i>ABV</i>	<i>Standard drinks</i>	<i>Retail price</i>	<i>Price per standard drink</i>	<i>MUP</i>
Cullen's Irish Cider (Aldi) 2000		5.3%	8.4	€3.79	45c	€8.40
Druids Cider (Dunnes)* 500		6%	2.4	€5.50 for 4	57c	€9.60
Tesco Apple Cider 2000		5.0%	8.4	€3.79	45c	€8.40

*Multi-pack

In Ireland our unhealthy relationship with alcohol is taking a heavy toll on our society.

Our harmful drinking has a huge impact on our nation's physical and mental health, claiming three lives every day. Beyond health consequences, the harmful use of alcohol brings significant social and economic losses to individuals and society at large.

However, despite this, it is still possible for a man to reach his low risk weekly drinking limit for just €7.65 - less than an hour's pay on the minimum wage – while a woman can reach her low risk weekly drinking limit for just €4.95.

Minimum unit pricing (MUP) is a particularly important measure for reducing alcohol harm as, by setting a 'floor price' beneath which alcohol cannot legally be sold, it is designed to stop the sale of strong alcohol products at very low prices in the off-trade, particularly supermarkets. The widespread availability of such cheap alcohol has caused such a dramatic shift in our patterns of alcohol consumption in Ireland.

However, MUP will have no impact on the price of a pint, or any alcohol sold in pubs, clubs or restaurants and will have little or no impact on those who drink in a low-risk manner.

MUP can save lives precisely because it targets only the strongest and cheapest drinks, which are the alcohol products favoured by two groups most vulnerable to alcohol-related harm – the very heaviest drinkers among us, who generally seek to get as much alcohol as they can for as little money as possible, and our young people, who generally have the least disposable income and the highest prevalence of binge drinking.