

Spin the bottle

How the UK alcohol industry twists the facts on harm and responsibility



SHAAP

Scottish Health Action
on Alcohol Problems

IAS

Institute of
Alcohol Studies



Spin the bottle: How the UK alcohol industry twists the facts on harm and responsibility

Author

Emma Thompson, University of Edinburgh

Acknowledgements

This study was commissioned by the Institute of Alcohol Studies (IAS) and Scottish Health Action on Alcohol Problems (SHAAP). Thanks to Professor Mark Petticrew (LSHTM) for reviewing this report.

About IAS

IAS is an independent institute bringing together evidence, policy and practice from home and abroad to promote an informed debate on alcohol's impact on society.

Our purpose is to advance the use of the best available evidence in public policy discussions on alcohol. The IAS is a company limited by guarantee (no. 05661538) and a registered charity (no. 1112671).

About SHAAP

Scottish Health Action on Alcohol Problems (SHAAP) is a partnership of the Medical Royal Colleges and the Faculty of Public Health in Scotland and is based at the Royal College of Physicians of Edinburgh (RCPE).

Using the best available evidence, SHAAP provides the authoritative clinical voice on how policy makers and clinicians can reduce alcohol-related harms in Scotland.

Contact us

The Institute of Alcohol Studies

Email: info@ias.org.uk | Web: www.ias.org.uk

Twitter: [@InstAlcStud](https://twitter.com/InstAlcStud) | Bluesky: [@ias.org.uk](https://bsky.app/org/ias.org.uk)

Scottish Health Action on Alcohol Problems

Email: shaap@rcpe.ac.uk | Web: www.shaap.org.uk

Twitter: [@SHAAPAlcohol](https://twitter.com/SHAAPAlcohol)

Bluesky: [@shaapalcohol.bsky.social](https://bsky.app/org/shaapalcohol.bsky.social)





Contents

Summary of claims..... 4

Executive summary and recommendations 6

Background to this report 7

Economic claims..... 8

Health claims..... 12

Social and community claims..... 16

Environment and sustainability claims 19

Problematic partnerships 22

References 26



Spin the bottle: How the UK alcohol industry twists the facts on harm and responsibility

In 2024, the UK alcohol industry made a variety of claims to push back against policies intended to reduce alcohol harms and to present the sector as responsible. Here is a summary of the claims we identified, contextualised with evidence that contradicts these points.

Industry claim: Alcohol makes major contributions to the UK economy

1 Evidence shows: Alcohol harm costs the UK economy much more than alcohol sales bring in. Most jobs in the sector are lower paid. While claiming to be a decent employer, the alcohol industry pushed back against new employment rights for workers as well as threatening to cut jobs in response.

Industry claim: The sector is overtaxed and on the brink of collapse

2 Evidence shows: Changes in alcohol duty resulted in similar receipts in 2023-24 to the year prior, despite industry claims that HMRC lost billions of pounds. Alcohol taxation remains one of the most effective ways of reducing harm and inequalities. Far from collapsing, Diageo made over \$6 billion in profit in 2024.

Industry claim: Alcohol harm is 'going in the right direction', so further policy is unnecessary

3 Evidence shows: Alcohol deaths are at an all-time high in the UK, yet the alcohol industry largely ignored this and cherry-picked selective topics to celebrate. Increasing price, restricting advertising and limiting the physical availability of alcohol are 'best buy' policy measures with the strongest evidence base – yet the industry claims a lack of evidence.

Industry claim: 'Responsible drinking' and no- and low-alcohol products will reduce harm

4 Evidence shows: 'Responsible drinking' campaigns do not work and may be harmful. The alcohol industry is behaving irresponsibly by undermining health policy and promoting misleading information. Industry marketing documents suggest that no- and low-alcohol products are not intended to replace full-strength products, undermining claims about them as a solution to harm.

Industry claim: Alcohol is key to communities

5 Evidence shows: Despite claiming to speak on behalf of pubs and local communities, the BBPA lobbies against policies supported by publicans and minimises community-level alcohol harms.

Industry claim: Alcohol producers are contributing to a more diverse and inclusive world

6 Evidence shows: Alcohol companies like Diageo are deliberately targeting women and LGBTQ+ people and making gestures of support and allyship. Both groups experience distinct and significant harms related to alcohol.



7

Industry claim: The UK alcohol industry is committed to environmental sustainability

Evidence shows: The alcohol industry lobbied against policies to reduce packaging waste and protect peatlands while claiming to be at the forefront of sustainability. Diageo has been reprimanded for not properly reporting its own emissions and its environmental efforts are often based on vague and unproven technologies. This might align more with greenwashing.

8

Industry claim: Organisations funded by alcohol companies are independent and have a role to play in tackling alcohol harm

Evidence shows: Organisations such as Drinkaware receive most of their funding from the alcohol industry. In 2024, Drinkaware repeatedly worked with alcohol brands and shared information that appeared to serve its funders' interests more closely than those of the public.

9

Industry claim: The UK alcohol industry is part of the solution to harm

Evidence shows: There is a fundamental conflict of interest between the goals of the alcohol industry and the mission to reduce alcohol harm. We found evidence that the UK alcohol industry is engaging in a series of problematic partnerships to 'educate' people – including children – about alcohol harm using misleading, industry-produced materials.





Executive summary and recommendations

Alcohol deaths are at an all-time high in the UK, yet current policy is unable to tackle this crisis.

The alcohol industry's influence has been recognised as a key barrier to addressing alcohol harm. One strategy used by alcohol companies and trade groups to avoid further regulation is to present the sector as responsible and part of the solution to alcohol harm. However, as this report shows, the industry's claims do not always match its actions, or statements made in other forums.

We analysed the public communications of six major alcohol industry and industry-funded organisations in 2024 to identify and assess the credibility of such claims.

Here is a summary of what we found:

Economic: The alcohol industry emphasised its contributions to the UK economy while underplaying costs. It also made claims about economic hardship and called for government intervention, despite signs of growth.

Health: Despite steep rises in alcohol harms in recent years, the alcohol industry cherry-picked positive trends and promoted ineffective solutions like 'responsible drinking', while detracting from evidence-based policy measures.

Social and community: The alcohol industry made claims about how it supports communities and its contributions to a more inclusive world, despite alcohol's clear harms to communities.

Environmental: The alcohol industry presented itself as a leader in environmental sustainability, while pushing back against environmental regulations.

Problematic partnerships: The alcohol industry frequently partnered with charities and organisations to ostensibly tackle alcohol harm while also promoting alcohol brands and disseminating misinformation.

Based on these findings, we recommend that policymakers:

- ✓ **Acknowledge the essential conflict of interest** between alcohol industry economic objectives and public health goals, in accordance with WHO recommendations.
- ✓ **Reject partnerships with alcohol** and all health-harming industries due to the fundamental conflict of interest, particularly in schools and on initiatives aimed at children and young people.
- ✓ **Establish good governance processes** that promote transparency and protect health-focused policymaking from alcohol industry interference.
- ✓ **Contextualise all claims** about the alcohol industry's economic contributions with the costs of alcohol harm to the UK economy.
- ✓ **Focus on the three policy measures** to tackle alcohol harm for which there is the strongest evidence, as identified by WHO as 'best buys':
 1. Increase prices of alcoholic drinks (i.e. via excise taxes and minimum unit pricing)
 2. End or comprehensively restrict alcohol advertising (e.g. by ending sports sponsorship)
 3. Restrict the physical availability of alcohol
- ✓ **Put communities first:** pay attention to community-level harms, which disproportionately impact the most vulnerable and worsen inequalities.
- ✓ **Scrutinise environmental claims** made by the alcohol industry, especially where the industry is also lobbying against environmental protections.



Background to this report

This report summarises qualitative document research into how UK alcohol industry organisations sought to shape narratives around public policy and present themselves as ‘responsible’ in 2024.

The following companies and alcohol industry-funded organisations were the focus of this analysis:

- British Beer and Pub Association (BBPA)
- Diageo
- Drinkaware
- Portman Group
- Scotch Whisky Association (SWA)
- Wine and Spirit Trade Association (WSTA)

Over 140 documents were reviewed and underwent content analysis. Documents included collections of website posts; press releases; articles from the mainstream and trade media; collections of social media posts; reports and policy documents; General Election manifestos; transcripts and submissions (2024 only) from the UK Parliament Health and Social Care Committee prevention inquiry; submissions from the UK Parliament Energy Security and Net Zero Select Committee net zero and trade inquiry.



Economic claims

Industry emphasised contributions to the UK economy while underplaying costs of alcohol harm; made claims about economic hardship despite signs of growth.

The UK alcohol industry has a track record of presenting itself as a major contributor to the economy, both via employment and taxation. This is often leveraged to portray policies that would reduce alcohol harm as threatening jobs and national economic growth. In 2024, trade groups continued this trend, while also depicting the industry as vulnerable and in need of government intervention.

“Our industry pours billions into the economy, forms the backbone of the UK job market and is a cornerstone of the community yet, with pubs making an average of just 12p a pint thanks to the huge cost of doing business, it is in a fragile state. If the Government doesn't act then communities, jobs, and the economy will pay the price.”¹

Industry claim: The sector makes major contributions to the UK economy

Claims about the alcohol industry being the “backbone” of the UK economic activity were common.² Several trade groups released figures from internally commissioned analyses claiming that the sector contributes billions of pounds to the UK economy annually.^{3,4,5} These figures were released or re-emphasised ahead of the UK General Election and the Autumn Budget and tended to be accompanied by claims that policy to benefit the alcohol sector, namely cuts to alcohol duty, would support national economic growth.

Scotch Whisky is an anchor for economic growth



wsta
speaking for the wine and spirit trade

Member Login

Join Us

Home / Press Releases

/ [The wine and spirit industry brings a major boost to the UK economy](#)

The wine and spirit industry brings a major boost to the UK economy

General | 10 June, 2024

The UK alcohol industry does contribute to the economy as an employer and through taxes.⁶ However, when trade groups discuss the economic impact of alcohol, they do not reference the substantial societal costs associated with alcohol harm. These include costs imposed on the NHS, the criminal justice system and social services, as well as broader economic costs, such as loss of productivity. [IAS assessed](#) that these costs totalled over £27 billion per year in England,⁷ and the [Social Market Foundation estimated](#) that these were between £5-10 billion in Scotland.⁸ In the financial year 2024-25, HM Revenue and Customs (HMRC) received just under £11 billion in alcohol duty,⁹ which is less than a third of what alcohol harm is estimated to cost the UK.



Industry organisations also published figures on the number of jobs supported by their portion of the sector.^{10,11,12,13} [The BBPA published an analysis](#) that found that pubs are a major employer of people aged 16-24, with its Chief Executive describing how the sector “provides rewarding careers, helps younger people build skills, grow in confidence, and fund university education or driving lessons”.¹⁴

The BBPA statistics on employing young people were published [after the Autumn Budget](#) – which included national minimum wage increases, particularly for 16–20-year-olds, and a rise in employer national insurance contributions – and one month after the Employment Rights Bill was introduced.¹⁵ The [BBPA responded to these policy developments negatively](#), saying that “tough decisions” such as “halting employment” would likely follow,¹⁶ although the trade group has previously been criticised for providing misleading information about how policy change impacts employment.¹⁷ The BBPA’s reaction perhaps undermines its claims about the sector offering “rewarding careers” and highlights the way in which it has relied on a workforce with lower wage entitlements. [According to the Social Market Foundation](#), most alcohol-related jobs in Scotland are in hospitality and are “some of the lowest paying jobs in the economy”.¹⁸ The claims about “halting employment” are reminiscent of previous alcohol industry threats to withdraw jobs in response to policy which runs counter to commercial interests. For example, [Diageo responded to a ban on alcohol sponsorship in sport in Ireland](#) by stating that “there is no need for Guinness to be brewed in Ireland”.¹⁹

Against this backdrop, it is notable that Diageo made significant investments in production facilities outside the UK in 2024. Diageo [opened its first distillery in China](#),²⁰ invested in upgrades and expansions of sites in [Ireland](#) and [Indonesia](#); ^{21,22} and continually emphasised the importance of a [distillery in India](#).²³ Such investment might raise concerns about trends towards offshoring and could be at odds with stated industry commitments to the UK growth agenda.



Diageo's YunTuo Single Malt Whisky Distillery in Eryuan County, China



Industry claim: The sector is overtaxed and on the brink of collapse

Trade groups frequently portrayed the UK alcohol industry as under financial pressure due to being, in their view, overtaxed, relative to other sectors and other countries. This often came with calls for tax cuts, which were presented as beneficial to the UK economy in supporting growth.

A key source of discontent, particularly for wine and spirits producers, was the change in alcohol excise duty rates which took effect in August 2023. [This was described by the WSTA](#) as “the largest alcohol tax hike for 50 years” [and the SWA](#) as “a record increase”,^{24,25} with both organisations declaring it a failure. [The SWA claimed](#) that it “cost HM Treasury £300 million in lost revenue”,²⁶ while [the WSTA stated](#) that it caused “a massive £1.3 billion (10%) drop in revenues to the Exchequer”.²⁷ Both organisations argued that cutting alcohol duty would bring economic benefits: it would “[boost business, support growth and drive down inflation](#)” and “[help towards plugging the black hole in public finances](#)”.^{28,29}

Both the framing of the duty increase and ‘lost revenue’ figures are misleading. The increase was in line with Retail Price Index (RPI) inflation and came [following a decade of historically low alcohol duty rates due to cuts and freezes](#) in response to industry lobbying.³⁰ There is also evidence suggesting that [alcohol producers engaged in ‘forestalling’](#), the bringing forward of duty payments by clearing product earlier than normal to take advantage of lower rates. HMRC duty receipts between the announcement of new rates (March 2023) and their introduction (August 2023) support this: there was a spike in July and August, whereas receipts in September and October were lower than normal. Forestalling allowed producers to construct an argument that the duty increase was ineffective when comparing receipts by selectively avoiding the artificially heavier months of July 2023 (as the SWA did) or both July and August 2023 (as the WSTA did).³¹ [Reviewing the entire 2023-24 financial year](#), duty receipts were £12.59 billion, compared with 2022-23 receipts of £12.44 billion – there was no loss of revenue, rather a slight increase.³²

While the alcohol industry’s claims about duty are flawed and misleading, it is important to note that increasing alcohol taxation is recognised as one of the most effective measures to reduce alcohol harm. Increasing the price of alcoholic drinks, including via taxes, is [one of the evidence-based WHO best buys to prevent noncommunicable diseases \(NCDs\)](#).³³ As well as reducing rates of consumption and alcohol harm, [these taxes reduce inequalities and raise public revenue](#).³⁴

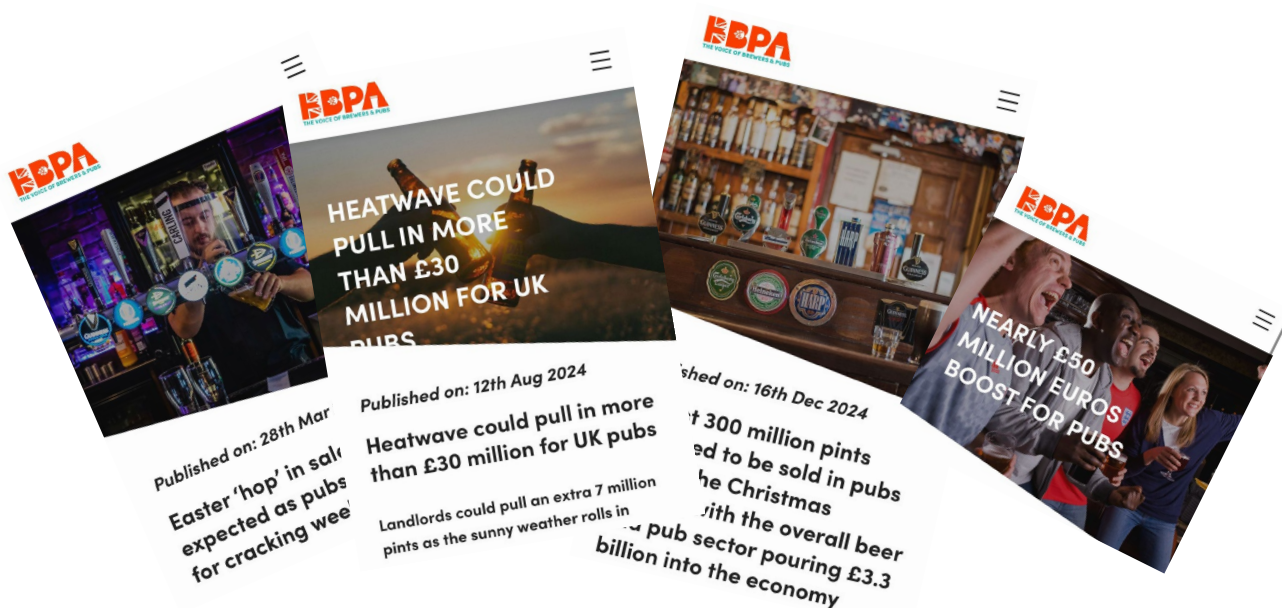
Amid the claims about the significance of the alcohol industry to the UK economy, trade groups consistently presented the industry as in a vulnerable state, with “[no more meat on the bone to cut](#)”.³⁵ This was used to call for government intervention, often in the form of tax cuts or to argue against policies they deemed might jeopardise their interests.

During 2024, a year represented by the alcohol industry as particularly tough for the sector, there were some clear signs of optimism. [Diageo made over \\$6 billion in profit in 2024](#), up from the year prior.³⁶ The [surge in popularity of Guinness](#), particularly among women and younger people,³⁷ and related product shortages [made international news](#).³⁸ As mentioned above, Diageo also made significant investments in production facilities in China, Indonesia and Ireland.

Throughout 2024, the BBPA adopted a positive tone in numerous press releases about the extra millions of pints sold and turnover during the Euro 2024 tournament and various public holidays. For example, the Euro 2024 final was described as “[a multi-million pound bonanza](#)”,³⁹ while [a heatwave was termed a “windfall”](#).⁴⁰ The BBPA also described how “[no and low alcohol beers are soaring in popularity](#)”, and that sales were “thriving”.⁴¹ This seems inconsistent with the picture the BBPA frequently presented of an industry on the brink of collapse.



Meanwhile, Scotch whisky received geographical indication status in [Brazil](#) and [the Philippines](#),⁴² with [the SWA speaking](#) confidently about exports and “the resilience of scotch whisky”.⁴³



Summary of claims

Industry claim: Alcohol makes major contributions to the UK economy

Evidence shows: Alcohol harm costs the UK economy much more than alcohol sales bring in. Most jobs in the sector are lower paid. While claiming to be a decent employer, the alcohol industry pushed back against new employment rights for workers as well as threatening to cut jobs in response.

Industry claim: The sector is overtaxed and on the brink of collapse

Evidence shows: Changes in alcohol duty resulted in similar receipts in 2023-24 to the year prior, despite industry claims that HMRC lost billions of pounds. Alcohol taxation remains one of the most effective ways of reducing harm and inequalities. Far from collapsing, Diageo made over \$6 billion in profit in 2024, while the BBPA boasted about “multi-million pound bonanza” trading days.

Recommendation for policymakers

Contextualise all claims about the alcohol industry’s economic contributions with the costs of alcohol harm to the UK economy.



Health claims

Industry misrepresented trends in alcohol harm and promoted ineffective solutions while detracting from evidence-based measures.

Alcohol harm in the UK has increased steeply in recent years, with deaths at a record high. Yet, in 2024, the UK alcohol industry rarely engaged with these worrying trends, instead cherry-picking positive examples of where harms have decreased to emphasise the apparent effectiveness of 'responsible drinking' initiatives and deny the need for evidence-based policy measures.

Industry claim: Alcohol harm is 'going in the right direction', so further regulation is unnecessary

During an oral evidence session for the UK Parliament Health and Social Care Committee inquiry on prevention in health and social care (HSCC inquiry) in February 2024, speakers from the BBPA, Drinkaware and the Portman Group referred to trends in alcohol harm as [going "in the right direction"](#).⁴⁴ This was often discussed in relation to selective issues where harms have decreased, such as drink-driving and young people's drinking. Improvements were often attributed, at least partially, to voluntary alcohol industry initiatives.



The picture presented at the oral evidence session seriously minimised evidence of growing alcohol harm, such as [alarming rises in deaths](#).^{45,46} Industry representatives [did not engage much](#) with the statistics on increasing alcohol-related deaths beyond surface-level acknowledgements, even when prompted to.⁴⁷ In addition, the CEO of Drinkaware conflated "alcohol-related" and "alcohol-specific" deaths,* referencing ["an all time of high of about 9,500"](#) deaths per year,⁴⁸ when the number of alcohol-related deaths in England in 2021 [was over double that, at 20,970](#).⁴⁹

The industry tendency to focus on cherry-picking and celebrating positive trends in the face of very serious negative developments has been identified in other contexts.⁵⁰ Emphasising the positives also makes it easier for the alcohol industry to claim that the status quo of voluntary industry activities such as 'responsible drinking' campaigns is effective. Yet, the fact that deaths continue to rise significantly and at record levels demonstrates the inadequacy of these measures.

*Alcohol-specific deaths are from conditions caused entirely or exclusively by alcohol, such as alcohol-related liver disease or alcohol poisoning. Alcohol-related deaths are deaths from conditions where alcohol is a contributing factor, including alcohol-specific deaths as well as deaths from conditions partly caused by alcohol, such as cancers and heart disease. [Read the IAS explainer for more information](#). Drinkaware since addressed this error separately.



Misleading claims about the evidence base supporting different alcohol policies were also identified. At the HSCC inquiry oral evidence session, [the Portman Group stated that there was “inconclusive evidence”](#) that minimum unit pricing (MUP) in Scotland “discourages drinking at the highest level—the harmful drinkers.”⁵¹ Similarly, the BBPA’s General Election manifesto [claimed that there is “no conclusive evidence”](#) for policy measures that restrict marketing, limit availability and increase price.⁵² The BBPA was also a vocal critic of a proposed outdoor smoking ban which, at the time, included pub gardens. Joining a broader hospitality sector backlash, it framed the proposal as a [“nail in the coffin” for pubs](#).⁵³

Regarding MUP in Scotland, Public Health Scotland’s evaluation says:

“Evidence shows that MUP has had a positive impact on health outcomes, including addressing alcohol-related health inequalities. It has reduced deaths directly caused by alcohol consumption by an estimated 13.4% and hospital admissions by 4.1%, with the largest reductions seen in men and those living in the 40% most deprived areas.”⁵⁴

The policy measures which the BBPA claimed have “no conclusive evidence” backing them are, in fact, supported by evidence, and [have been recognised by WHO](#) as ‘best buys’ for noncommunicable disease (NCD) prevention policy since 2017.⁵⁵ While alcohol industry actors either ignored or pushed back against the best buy policies, we found that UK alcohol industry bodies did selectively engage with some WHO policy recommendations. For example, the BBPA referenced how the UK is [“meeting WHO recommendations” regarding promoting lower-strength alcohol products](#).⁵⁶ Similarly, the Portman Group [described](#) how its “commitment to protecting children from irresponsible marketing” aligns with the WHO Global Alcohol Action Plan 2022-2030.⁵⁷ This appears to be yet another example of cherry-picking, this time of policy recommendations deemed unthreatening to business.

Pubs and restaurants were eventually removed from the outdoor smoking ban policy, [sparking concerns about the influence of commercial interests](#).⁵⁸ Despite this setback for public health policy, it is important to remember that the current UK Government [has bold ambitions to improve the nation’s health and address inequalities](#).⁵⁹ There is a major opportunity to stand firm against commercial pressure and introduce policy to tackle alcohol harm that puts the wellbeing of the public first.

Industry claim: ‘Responsible drinking’ and no- and low-alcohol products will significantly reduce harm

The UK alcohol industry continued to recommend ‘responsible drinking’ education, awareness and advertising campaigns which encourage people to drink moderately. During 2024, several ‘responsible drinking’ campaigns were active, including [Diageo’s ‘Magic of Moderation’](#),⁶⁰ [Drinkaware’s ‘Drinking Check’](#)⁶¹ and [the SWA’s ‘Made to be Measured’](#).⁶²

Promoting ‘responsible drinking’ as an effective way to address alcohol harm was [a key feature of interventions at the HSCC inquiry oral evidence session](#), with speakers citing Drinkaware’s work as a good example.⁶³ Drinkaware’s own interventions repeatedly called for “more open conversations about alcohol”.





'Responsible drinking' campaigns are ineffective, as evidenced by the fact that alcohol harm continues to rise sharply despite their existence. Beyond their ineffectiveness, such campaigns could increase harm. Drinkaware's 'responsible drinking' tools [have been found to share misleading information and use deceptive visual communication strategies that may actually nudge users to drink more](#).⁶⁴

Moreover, while the alcohol industry representatives appeared to publicly support 'responsible drinking', there is contrasting evidence which suggests that this may not actually be the case for the whole of the sector, given its profits depend on people who drink heavily.⁶⁵ On its website, [Diageo claims](#) that the company has "always encouraged our consumers to drink less, but better and enjoy our products responsibly all year round".⁶⁶ Yet its CEO, Debra Crew, [recently stated](#) that moderation was the industry's "biggest disrupter",⁶⁷ suggesting that the company has not, in fact, "always" encouraged responsible drinking.

Diageo's 'responsibility' was also somewhat undermined by [a job vacancy the company posted in early 2025](#) for a London-based Global Alcohol Policy Manager in which it described WHO-led efforts on policy to reduce alcohol harm as "unprecedented challenges" to business (see the excerpt below). The main activities of the job appear to be coordinating global lobbying activity to resist evidence-based public health policy on alcohol. Actively undermining health policy does not seem to align with the promotion of 'responsible drinking'.

Our industry is facing unprecedented challenges from the WHO and its NGO network globally and regionally, who are increasing pressure on member states to adopt stricter regulations for alcohol to reduce overall consumption and not just harmful drinking. These measures could include increases in alcohol taxes, bans on alcohol advertising and marketing, availability restrictions and health warning labels.

As a result, we have a continued need to develop and execute effective member states engagement strategies at the capital level as well as at the UN missions in NYC and Geneva. This includes co-ordinating and supporting markets in their lobbying and campaigning efforts of governments around the WHO.

Job vacancy

Moreover, Diageo has repeatedly been found to communicate misleading information to the public about alcohol harms, including misrepresenting the evidence about cancer and the risks of drinking in pregnancy, via its DRINKiQ 'responsible drinking' platform.^{68,69,70,71} Diageo also funds [Smashed](#), a theatre project currently active in the UK which goes into schools to 'educate' children about alcohol.⁷² Smashed has been identified as promoting inaccurate information about alcohol and normalising alcohol consumption among children.⁷³ This raises serious questions about the appropriateness of allowing the alcohol industry a platform to spread its messaging in UK schools. WHO defines alcohol industry-funded education in schools [as a form of corporate advertising and recommends that governments restrict this activity](#).⁷⁴ Ireland has taken action on this issue, with the Department of Education informing schools that [alcohol industry-funded materials should not be used](#).⁷⁵ The country [has also banned advertising near schools and playgrounds](#) to further protect children.⁷⁶



The apparent explosion in popularity of no- and low-alcohol products was also frequently emphasised by alcohol industry actors as core to 'responsible drinking' and as a solution to reduce harm. The Portman Group published a report on no- and low-alcohol beverages, which it called "[important tools for harm reduction](#)";⁷⁷ while the Drinkaware Chief Executive described these products as "[one of the biggest health opportunities](#)".⁷⁸

Encouraging consumption of no- and low-alcohol products has been [a feature of UK government policy on prevention of alcohol harm since 2019](#).⁷⁹ It seems likely that product classifications will be updated soon, [which the UK alcohol industry eagerly awaits](#).⁸⁰ However, it is essential to be clear on the likely impact of such products. Behind attention grabbing headlines – "[low and no beer is now the fastest growing beer category](#)"⁸¹ – an alcohol industry source estimates that [non-alcoholic beer products are currently about 2% of the market](#).⁸² This suggests that, [as noted by the Social Market Foundation](#), the category is a significant way away from having the required impact on population-level harm.⁸³

It is also interesting to consider how alcohol companies speak about these products in other forums. As a Heineken case study in an advertising industry publication about a campaign for a non-alcoholic beer says:

“With the Heineken 0.0 'Now you can' campaign we have targeted new occasions to expand our Heineken footprint. With this consistent approach, we have been able to attract new consumers, and inspire Heineken consumers to drink beer on new occasions all across the globe. A great result for a great-tasting beer, with almost no cannibalisation and a positive halo effect on Heineken.”⁸⁴

Far from the stated public health harm reduction approach often communicated by industry trade groups, this quote shows an aim to increase consumption. The celebration of “almost no cannibalisation” does not align with comments about encouraging switches from full-strength products and the “positive halo effect” perhaps reveals the true purpose – to appear ‘responsible’.

Summary of claims

Industry claim: Alcohol harm is 'going in the right direction', so further policy is unnecessary

Evidence shows: Alcohol deaths are at an all-time high in the UK, yet the alcohol industry largely ignored this and cherry-picked selective topics to celebrate. Increasing price, restricting advertising and limiting the physical availability of alcohol are 'best buy' policy measures with the strongest evidence base – yet the industry claimed a lack of evidence.

Industry claim: 'Responsible drinking' and no- and low-alcohol products will significantly reduce harm

Evidence shows: 'Responsible drinking' campaigns do not work and may be harmful. The alcohol industry is behaving irresponsibly by undermining health policy and promoting misleading information. Industry marketing documents suggest that no- and low-alcohol products are not intended to replace full-strength products, undermining claims about them as a solution to harm.

Recommendation for policymakers

Focus on the three policy measures to tackle alcohol harm for which there is the strongest evidence, as identified by [WHO as 'best buys'](#):

1. Increase prices of alcoholic drinks (i.e. via excise taxes and minimum unit pricing).
2. End or comprehensively restrict alcohol advertising (e.g. by ending sports sponsorship).
3. Restrict the physical availability of alcohol.⁸⁵



Social and community claims


Promoting the alcohol industry's contribution to communities and a more inclusive world, despite alcohol's clear harms to these communities.

The UK alcohol industry made several claims about its role in bringing communities together, with some actors also seeking to demonstrate the sector as a progressive ally in social change.

Industry claim: Alcohol is key to communities and heritage

Alcohol, and particularly pubs, was frequently presented as a key force for good in communities by bringing people together to tackle loneliness. The BBPA General Election manifesto describes pubs as providing “[the largest community outreach service in the country](#)”.⁸⁶ This was a recurring theme for the BBPA, which is understandably invested in positioning pubs as a “[cornerstone of the community](#)”, a “[home from home](#)” and “[hubs of social cohesion](#)”.^{87,88}

Even [the BBPA's criticism of the proposed outdoor smoking ban](#) drew heavily on this messaging:

“ For generations pubs have welcomed people, not turned them away, have helped combat loneliness, and provided a vital place where people meet and make friends.”⁸⁹

The alcohol industry was also repeatedly linked with local and national heritage. The BBPA described pubs as “[our nation's vital community assets](#)” and stated that “[pubs and brewers contribute to the fabric of British life](#)”.^{90,91} Heritage was important for the SWA, which consistently reinforced the value of Scotch as “[Scotland's national drink](#)”.⁹²

Trade groups like the BBPA [frequently employ messaging](#) about the importance of local pubs to communities and put the survival of pubs front and centre when advocating for policy change such as cuts in alcohol duty.⁹³ While the BBPA claims to speak on behalf of pubs, a group of leading publicans [described](#) a previous BBPA campaign as “morally flawed” and “disingenuous” and questioned claims made about duty cuts leading to jobs and investment, with the group stating that the BBPA was “not saving a single pub with their actions”.⁹⁴ In addition, [despite evidence](#) that publicans support MUP policy,⁹⁵ as it levels the playing field with supermarkets which are otherwise able to sell alcohol more cheaply,⁹⁶ [the BBPA has not been supportive](#).⁹⁷

The narrative of alcohol as key to social cohesion also [obscures and minimises the ways in which harms 'spill over' from individuals who drink and affect communities](#).⁹⁸ Examples include safety concerns and crime and violence; the suffering of people close to those experiencing severe alcohol harm; and additional burdens on an already stretched NHS and other public services. [Communities in deprived areas are disproportionately affected and alcohol harm exacerbates inequalities](#).^{99,100}

Finally, [vodka, beer and wine are much more frequently consumed than whisky in Scotland](#), suggesting that the SWA's portrayal of Scotch whisky as integral to Scotland's national identity is overstated.¹⁰¹



Industry claim: Alcohol companies are contributing to a more diverse and inclusive world

Within the Diageo documents, there was notable engagement with social causes and inclusivity. This finding serves as a case study example of practices observed in the broader alcohol industry.

“At Diageo, we want to help create a world where everyone can be themselves and believe there is power in diversity and when people of different genders, ethnicities, ages, disabilities, sexual orientations, social backgrounds, educations, and experiences come together.”¹⁰²

Throughout 2024, Diageo presented itself as a champion of diversity, equity and inclusion with [commitments to “inclusive advertising”](#).¹⁰³ Diageo also frequently posted about itself as a progressive employer for [women](#),¹⁰⁴ [people of colour](#),¹⁰⁵ [LGBTQ+ people](#),¹⁰⁶ and [disabled people](#).¹⁰⁷

In addition to celebratory posts on [International Women’s Day](#) and the [International Day of Women & Girls in Science](#),¹⁰⁸ Diageo commemorated [World Menopause Day](#) by promoting internal activities to “[break] down taboos in the workplace”, including developing ‘global menopause awareness guidelines’ and a menopause champions programme.¹⁰⁹ Sport sponsorships were another vehicle for Diageo to demonstrate an apparent commitment to gender equality. [Guinness became the official partner of the Women’s Six Nations in 2024](#), “showcas[ing] Guinness’s ongoing commitment to women’s rugby, with the brand committed to expanding the accessibility of the sport to fans and helping put women’s rugby on a pedestal”.¹¹⁰ Diageo’s prior support of women’s rugby was [published as a case study in a UN Women report on inclusive advertising](#).¹¹¹

[Diageo also positioned itself as an LGBTQ+ ally](#), sponsoring Pride in Edinburgh and organising a Pride flag-raising across its global offices and work sites (pictured right).¹¹²



Diageo’s Chief Marketing Officer has said that “inclusive advertising drives sales”,¹¹³ suggesting that this activity is about broadening its customer base. Women are a key alcohol target market.¹¹⁴ Diageo stated that the Women’s Six Nations partnership “is a key pillar in delivering against our strategy of making Guinness more relevant to more people, on more occasions, more of the time”,¹¹⁵ indicating that this is about increasing consumption. Yet the fact that [women experience alcohol harm from their own and other people’s drinking in distinct ways](#) – such



as increased health risks when drinking alcohol at lower levels, and domestic and sexual violence – raises questions about the ‘progressiveness’ of efforts to target and appeal to women.¹¹⁶ Diageo’s menopause guidelines are not publicly available, however its communications on menopause did not reference the ways in which alcohol can worsen menopause symptoms and its link to other health problems during menopause.¹¹⁷

LGBTQ+ people also experience distinct alcohol harms. Compared to the broader population, [LGBTQ+ people are at greater risk of alcohol dependency and are more likely to engage in hazardous drinking](#).^{118,119} While more research is needed to understand this phenomenon and to provide better support, alcohol’s presence in LGBTQ+ social spaces and the alcohol industry’s targeting of LGBTQ+ people with marketing have been cited as key factors.¹²⁰ In this context, Diageo’s public allyship towards LGBTQ+ people – while profiting from products that cause disproportionate harm to this community – is troubling. Recent decisions by Diageo and other alcohol companies [to no longer sponsor some key Pride events in the US](#) also highlight the conditional nature of this allyship.¹²¹ While the reason for the erosion of support for LGBTQ+ people is not to be celebrated, this is an example of how when allyship is not conducive to doing business, support is easily withdrawn.

Summary of claims

Industry claim: Alcohol is key to communities

Evidence shows: Despite claiming to speak on behalf of pubs and local communities, the BBPA is lobbying against policies supported by publicans and minimises community-level alcohol harms.

Industry claim: Alcohol producers are contributing to a more diverse and inclusive world

Evidence shows: Alcohol companies like Diageo are deliberately targeting women and LGBTQ+ people and making gestures of support and allyship. Both groups experience distinct and significant harms related to alcohol.

Recommendation for policymakers

Put communities first: pay attention to community-level harms, which disproportionately affect the most vulnerable and worsen inequalities.



Environment and sustainability claims

Industry presented itself as a leader in environmental sustainability, while pushing back against environmental regulations.

Throughout 2024, UK alcohol industry organisations engaged with environmental and sustainability issues by both promoting their apparent efforts while pushing back on environmental policies. This appears to be a growing area of interest for the alcohol industry.

Industry claim: *The UK alcohol industry is committed to environmental sustainability*

In their [General Election manifesto](#), the BBPA declared that:

“ ‘ The sector is leading the way on emissions and water reduction with ambitious targets to achieve Net Zero ahead of Government targets and to move towards a truly circular economy. ”¹²²

The WSTA made similar claims in [an April 2024 submission](#) to the UK Parliament's Energy Security and Net Zero Select Committee net zero and trade inquiry:

“ ‘ UK wine and spirit businesses have a strong record of pursuing an ambitious environmental sustainability agenda with many committing to achieve net zero well in advance of the UK's 2050 target. ”¹²³

Despite these claims of commitment to sustainability, there was evidence of alcohol industry trade groups criticising and pushing back against policies with environmental aims. The clearest example of this relates to the introduction of the Extended Producer Responsibility (EPR) policy which sets out to reduce packaging waste. EPR will make the companies who produce consumer goods packaging, such as wine bottles, responsible for collection and recycling costs.¹²⁴ Following a series of consultations and delays, and [apparent lobbying from the food and drink industry](#),¹²⁵ EPR came into force in April 2025. Ahead of the rollout, some UK alcohol industry organisations were publicly unsupportive of EPR, often framing it as an unfair and unrealistic tax. The BBPA Chief Executive stated that [while the industry is “of course, committed to a more circular economy and sustainable packaging” the policy would “severely diminish growth and risk jobs”](#) – yet another example of the BBPA threatening jobs over a policy matter.¹²⁶ [The WSTA called for a further delay to EPR](#) and its Chief Executive described the policy as [“unfair and unfit for purpose”](#).^{127,128}

Industry claim: *The whisky industry is supporting peatlands*

The SWA engaged with peatland issues in 2024. It sponsored the IUCN UK Peatland Conference in Aviemore, [“the UK's largest gathering of peatland experts”](#).¹²⁹ It also [hosted a trip with Jim Fairlie MSP SNP, Minister for Agriculture and Connectivity and Jenni Minto SNP MSP, Minister for Public Health & Women's Health](#) to visit the Oa peatland restoration project on Islay (pictured right).¹³⁰ The project is supported by Suntory Global Spirits, the third-largest producer of distilled spirits worldwide, in partnership with RSPB Scotland.





Peatlands are a major natural carbon store and provide other environmental benefits.¹³¹ Peat extraction for whisky production releases carbon dioxide, with significant climate implications.¹³² The Scottish Government [ran a public consultation on ending the sale of peat](#) on environmental grounds in 2023.¹³³ While most respondents agreed with some form of ban, the whisky industry, including the SWA, [did not support a ban and called for an industry exemption should a ban be introduced](#).¹³⁴ The SWA's ongoing engagement with peatlands experts and lobbying trips with MSPs appear to be strategic attempts to preserve business interests under the pretence of environmental responsibility, potentially undermining genuine efforts to protect Scotland's peatlands.

Industry claim: Alcohol producers are global leaders in environmental sustainability

Within the Diageo documents, there was particular emphasis on environmental sustainability, highlighting a trend that is increasingly common among alcohol companies and serving as a case study example of wider industry developments. Diageo promoted a range of activities related to this topic, particularly through its global operations. Examples included:

- [Promoting the Alwar distillery in India and its Godawan whisky product](#), which is allegedly made “with sustainability in mind”, despite being produced in a water-stressed area, and is linked to water and nature conservation projects¹³⁵
- Highlighting water conservation and donation projects in [Mexico](#) and [Tanzania](#)^{136,137}
- [Investing in the sustainability](#) of new and existing production sites¹³⁸
- [Trialling different paper bottles](#) – with a plastic liner – and [spirits kegs](#)^{139,140}
- Producing limited edition [ultra-light Johnnie Walker glass bottles](#)¹⁴¹
- [Investing in Glass Futures](#), an organisation researching glass decarbonisation,¹⁴² and in [technologies to help farmers in East Africa](#) mitigate climate threats¹⁴³

Diageo's claims of environmental responsibility are problematic for several reasons. [Alcohol production is resource-intensive](#) and requires vast amounts of water.¹⁴⁴ While Diageo's charitable water projects may seem generous, the company's [dependence on water availability for its business operations](#) may mean that it extracts more than it contributes.¹⁴⁵ Many of Diageo's sustainability activities are also based on trials of new, unproven technologies, which they concede are not scaled up across the business. The ultra-light glass Johnnie Walker bottle (pictured right), of which [only 888 were made for a product which costs £1,000 each](#),¹⁴⁶ is arguably more of a public relations or greenwashing stunt than a serious attempt to reduce environmental impact.

Finally, though Diageo seems to be putting significant effort into cultivating an environmentally responsible image, [the company was fined £1.2 million by the Scottish Environmental Protection Agency in 2022](#) for not complying with emissions reporting requirements at three of its production sites for over 6 years.¹⁴⁷





Summary of claims

Industry claim: The UK alcohol industry is committed to environmental sustainability

Evidence shows: The alcohol industry lobbied against policies to reduce packaging waste and protect peatlands while claiming to be at the forefront of sustainability. Diageo has been reprimanded for not properly reporting its own emissions and its environmental efforts are often based on vague and unproven technologies. This might align more with greenwashing.

Recommendation for policymakers

Scrutinise environmental claims made by the alcohol industry, especially where industry is also lobbying against policy to protect the environment.





Problematic partnerships

Problematic partnerships between alcohol companies, charities and other organisations to apparently tackle alcohol harm while promoting alcohol brands and disseminating misinformation about harms.

For many years, the alcohol industry has partnered with charities and organisations across the UK to ostensibly 'give back' to communities and demonstrate itself as a responsible sector. However, partnering with the alcohol industry may allow it the opportunity to spread misleading information, detract from evidence-based policy and cause harm. This section spotlights and discusses some partnerships identified in 2024.

Drinkaware's Drinking Check

Drinkaware is an organisation founded and almost entirely funded by the alcohol industry that publicly maintains that it is an "[independent charity](#)".¹⁴⁸ However, Private Eye recently reported that Drinkaware is under pressure from the alcohol companies that fund it, who appear to be seeking to control its activities in line with business interests.¹⁴⁹ This demonstrates the limits of 'independence' when relying on alcohol companies for core funding.

Throughout 2024, Drinkaware heavily promoted its Drinking Check, an online quiz which it advertises as a tool to help people to "[check their drinking](#)".¹⁵⁰ It did this through media outreach, engaging celebrity ambassadors, brand partnerships and in-person promotional events, including:

- [Social media campaign with former England goalkeeper David Seaman](#).¹⁵¹
- [In-person promotion in partnership with Staropramen](#) at the T20 Blast final (pictured below), where fans could try Staropramen 0.0% and win prizes.¹⁵²
- [Partnering with Heineken and Tesco](#) during the August bank holiday weekend. According to Drinkaware's website, "staff" – it is unclear whether these were Drinkaware or Heineken staff – were present at 50 Tesco stores where they encouraged people to take the Drinking Check quiz in exchange for free samples of Heineken's non-alcoholic product.¹⁵³
- [Promoting the Drinking Check with Heineken](#) for Alcohol Awareness Week.¹⁵⁴

Reviewing photos and quotes from some of these activities, they clearly resemble promotions for no- and low-alcohol versions of well-known alcohol brands. Marketing staff from Molson Coors, which owns Staropramen, said the following about the T20 promotion:

“ This collaboration allows us to offer fans the opportunity to savour the refreshing taste of Staropramen 0.0% and promote Drinkaware's new Drinking Check resource to help people better understand their own drinking habits.”¹⁵⁵

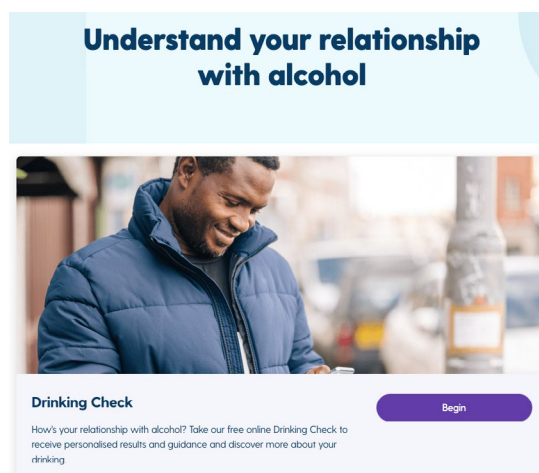




Yet, at the same time, the Drinkaware CEO associates such activities with established evidence-based public health interventions in press releases:

“It’s great to partner with Staropramen 0.0% as part of our campaign to get more people to check their drinking. Many of us regularly check our blood pressure and cholesterol, but research shows that two-thirds (66%) of adult drinkers in the UK - an estimated 30 million people - have never been asked to check their drinking.”¹⁵⁶

Though Drinkaware affirms that the Drinking Check is based on a recognised WHO tool to measure people’s alcohol use, the advice it presents users with comes from Drinkaware, not WHO. Drinkaware’s information about alcohol and health has been found to be inaccurate or misleading on multiple occasions.^{157,158,159} Drinkaware’s Drinking Calculator, another online tool to supposedly help users limit their drinking, [was found to misinform users by falsely suggesting that only drinking above ‘binge’ levels is harmful](#).¹⁶⁰ Despite Drinkaware engaging in health policy debates (such as the HSCC inquiry), its website does not reference the evidence-based ‘best buys’ for alcohol policy.

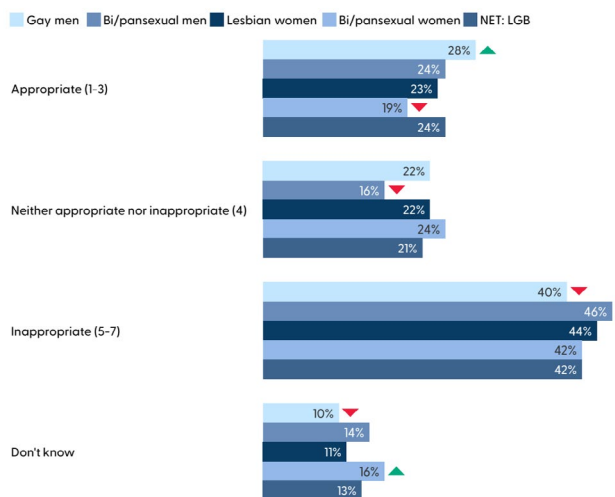


In 2024, [Drinkaware also published the findings of a survey about alcohol use and harm among LGBTQ+ people](#).¹⁶¹ The report mostly avoids discussing key drivers of alcohol harm in this community, instead focusing on flawed narratives of individual responsibility, and does not align with evidence-based policies to prevent alcohol harm. However, it does include one question about the use of ‘rainbow marketing’ by alcohol companies during Pride month. The majority of LGBTQ+ respondents answered that it was ‘inappropriate’, notably conflicting with the practices of several alcohol companies – including Diageo, as outlined earlier in this report. This very relevant finding was buried at the end of the report and not included in the executive summary. Despite its so-called ‘independence’, this episode suggests Drinkaware is willing to obscure findings which its funders would deem problematic.

Findings from Drinkaware report on LGBTQ+ people’s views on ‘rainbow marketing’

Appropriateness of rainbow flag marketing on alcohol products

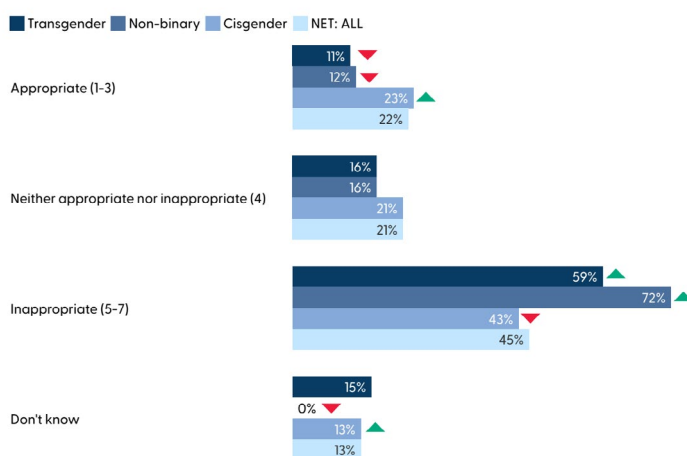
by gender and sexual orientation



Question: 'During Pride month, certain alcohol brands release adverts or products using the rainbow flag, to what extent do you find this practice appropriate or...'. Base: cis-gay men (n=918); cis-bi/pansexual men (n=358); cis-lesbian women (n=851); cis-bi/pansexual women (n=434); NET: cis-LGB adults (n=2561)

Appropriateness of rainbow marketing on alcohol products

by gender identity



Question: 'During Pride month, certain alcohol brands release adverts or products using the rainbow flag, to what extent do you find this practice appropriate or inappropriate?'. Base: LGBTQ+ adults who identify as Transgender (n=122); LGBTQ+ adults who identify as Non-binary (n=119); LGBTQ+ adults who identify as cisgender (n=2848); NET: All gender identities (n=3089)



Diageo partnership with UK Men's Shed Association

During 2024, Diageo became the largest corporate sponsor of the UK Men's Shed Association, a network of community groups bringing men together to tackle isolation and support wellbeing.¹⁶² In addition to scaling up activities, Diageo's support will apparently involve a collaborative "[programme of activity to encourage alcohol moderation](#)" which involves "informed conversations" and will use DRINKiQ, Diageo's 'responsible drinking' platform. DRINKiQ has been found to use strategies to mislead users,¹⁶³ so Diageo's engagement with the content of this organisation's work seems highly problematic.



Drinkaware walking football tournament with Heineken

Drinkaware collaborated with Heineken UK and the Huddersfield Town Foundation on a [12-month walking football programme for men over 50](#) which also involved "light touch alcohol education" based on Drinkaware resources.¹⁶⁴ Though Drinkaware stated that an independent evaluation would be published in summer 2024, as of May 2025 this does not appear to have been published on its website.

SWA funding for Community Alcohol Partnerships in Scotland

The SWA committed £300,000 to [Community Alcohol Partnerships \(CAPs\) in Scotland](#) to tackle underage drinking "in areas of high harm".¹⁶⁵ CAPs are local initiatives which apparently aim to reduce alcohol harm in young people through positive activities, alcohol education and responsible retailing. CAPs is coordinated by the WSTA and [its Board includes the WSTA Executive Director, the former Chair of Drinkaware and representatives of several major retailers](#).¹⁶⁶ A review of CAPs found very little, or poor quality, evaluation evidence available on their effectiveness and that CAPs cherrypicked and misrepresented the few positive findings.¹⁶⁷ [CAPs use materials from Drinkaware and the Talk About Trust](#) – formerly the Alcohol Education Trust, another organisation which accepts funding from the alcohol industry to 'educate' children about alcohol – as part of its work with young people.¹⁶⁸ Both Drinkaware and the Talk About Trust's teaching materials have been found to contain misleading information about the health risks of alcohol consumption.¹⁶⁹ More broadly, the approach of allowing alcohol-industry funded bodies to educate children about alcohol has been found to normalise alcohol consumption and promote alcohol industry interests over those of public health.¹⁷⁰

Why is partnering with alcohol companies and industry-funded organisations problematic?

Partnerships may seem like a sensible idea, especially in the context of limited financial resources. However, [there is a recognised conflict of interest](#) between the public health goal to reduce alcohol harm and that of alcohol industry to produce and sell alcohol.¹⁷¹ Alcohol industry organisations have a track record of using such partnerships to gain access to decision makers and to obstruct public health policy in order to protect its interests.¹⁷² A large review of alcohol industry corporate social responsibility and partnership activities found that most were not evidence-based, while some were likely to cause harm.¹⁷³ While projecting an illusion of 'doing good', the activities were mostly geared towards marketing and PR for alcohol companies.



Summary of claims

Industry claim: Organisations funded by alcohol companies are independent and have a role to play in tackling alcohol harm

Evidence shows: Organisations such as Drinkaware receive most of their funding from the alcohol industry. In 2024, Drinkaware repeatedly worked with alcohol brands and shared information that appeared to serve its funders' interests more closely than those of the public.

Industry claim: The UK alcohol industry is part of the solution to harm

Evidence shows: There is a fundamental conflict of interest between the goals of the alcohol industry and the mission to reduce alcohol harm. We found evidence that the UK alcohol industry is engaging in a series of problematic partnerships to 'educate' people – including children – about alcohol harm using misleading, industry-produced materials.

Recommendations for policymakers

- Acknowledge the essential conflict of interest between alcohol industry economic objectives and public health goals, in accordance with WHO recommendations.
- Reject partnerships with alcohol and all health-harming industries due to the fundamental conflict of interest, particularly in schools and on initiatives aimed at children and young people.*
- Establish good governance processes that promote transparency and protect health-focused policymaking from alcohol industry interference.

* For more information, read this IAS guidance document: [Good governance in public health policy: Managing interactions with alcohol industry stakeholders](#)



References

1. British Beer and Pub Association. "Beer and Pub Sector Face £300 Million Bill in Budget Timebomb." 25 October 2024. <https://beerandpub.com/news/beer-and-pub-sector-face-three-hundred-million-pound-bill-in-budget-timebomb/>.
2. British Beer and Pub Association. "Beer and Pub Sector Face £300 Million Bill in Budget Timebomb."
3. British Beer and Pub Association. "Pub and Beer Industry Pour Billions into UK Economy but Urgently Needs Government Support to Carry On." 5 September 2024. <https://beerandpub.com/news/pub-and-beer-industry-pour-billions-into-uk-economy-but-urgently-needs-government-support-to-carry-on/>.
4. Scotch Whisky Association. "Scotch Whisky Boosts UK Economy by £7.1bn." 16 January 2024. <https://www.scotch-whisky.org.uk/newsroom/scotch-whisky-boosts-uk-economy-by-71bn/>.
5. Wine and Spirit Trade Association. "The Wine and Spirit Industry Brings a Major Boost to the UK Economy." 10 June 2024. <https://wsta.co.uk/press-release/the-wine-and-spirit-industry-brings-a-major-boost-to-the-uk-economy/>.
6. Institute of Alcohol Studies. *Dereliction of Duty: Are UK Alcohol Companies Doing Enough to Reduce Alcohol Harm?* London: Institute of Alcohol Studies, 2018. <https://www.ias.org.uk/wp-content/uploads/2020/06/rp30042018.pdf>.
7. Institute of Alcohol Studies. *The Costs of Alcohol to Society*. London: Institute of Alcohol Studies, 2024. <https://www.ias.org.uk/report/the-costs-of-alcohol-to-society/>.
8. Social Market Foundation. "Alcohol and the Scottish Economy." 9 February 2023. <https://www.smf.co.uk/publications/alcohol-and-scottish-economy/>.
9. UK Government. "Alcohol Bulletin commentary (November 2024 to January 2025)." 28 February 2025. <https://www.gov.uk/government/statistics/alcohol-bulletin/alcohol-bulletin-commentary-february-to-april-2022#total-alcohol-duty-receipts>.
10. British Beer and Pub Association. *Raising a Glass to Growth, Communities and Our Planet: A Manifesto for UK Brewers & Pubs*. 2024. <https://admin.beerandpub.com/media/5fydi32s/bbpa-beer-and-pub-2024-manifesto-compressed.pdf>.
11. Diageo. "Diageo Contributes €13 Billion to Europe's Economy Every Year, Driving Growth Across the Spirits Sector." 6 February 2024. <https://www.diageo.com/en/news-and-media/stories/2024/diageo-contributes-13-billion-to-europe-s-economy-every-year-driving-growth-across-the-spirits>.
12. Scotch Whisky Association. "Scotch Whisky Boosts UK Economy by £7.1bn."
13. Wine and Spirit Trade Association. "The Wine and Spirit Trade Association Targets a Fresh Start with Labour to Boost the Sector." 5 July 2024. <https://wsta.co.uk/press-release/the-wine-and-spirit-trade-association-targets-a-fresh-start-with-labour-to-boost-the-sector/>.
14. British Beer and Pub Association. "Pubs Employ More Young People Than Ever Before, but New Employment Costs Could Mean Tough Decisions and Threaten Growth." 22 November 2024. <https://beerandpub.com/news/pubs-employ-more-young-people-than-ever-before-but-new-employment-costs-could-mean-tough-decisions-and-threaten-growth/>.
15. Reeves, Rachel. "Autumn Budget 2024 Speech." GOV.UK. 30 October 2024. <https://www.gov.uk/government/speeches/autumn-budget-2024-speech>.
16. British Beer and Pub Association. "Pubs Employ More Young People Than Ever Before, but New Employment Costs Could Mean Tough Decisions and Threaten Growth."
17. Sutherland, Emily. "Leading Operators Slam 'Flawed' BBPA Beer Duty Campaign," *The Morning Advertiser*, 19 February 2016. <https://www.morningadvertiser.co.uk/Article/2016/02/19/Leading-operators-slam-flawed-BBPA-beer-duty-campaign/>.
18. Social Market Foundation. "Alcohol and the Scottish Economy."
19. "Diageo Threat to Jobs over Drinks Ban." *Sport for Business*, 17 June 2013. <https://sportforbusiness.com/diageo-threat-to-jobs-over-drinks-ban/>.
20. Diageo. "Diageo Unveils the YunTuo Single Malt Whisky Distillery in China." 15 November 2024. <https://www.diageo.com/en/news-and-media/press-releases/2024/diageo-unveils-the-yuntuo-single-malt-whisky-distillery-in-china>.
21. Diageo. "Home of Guinness to Accelerate to Net Zero Carbon Goal with Planned €100 Million Investment by Diageo at St. James's Gate." 16 May 2024. <https://www.diageo.com/en/news-and-media/press-releases/2024/home-of-guinness-to-accelerate-to-net-zero-carbon-goal-with-planned-100-million-investment-by-diageo>.
22. Holland, Fiona. "Diageo to Expand Factory in Indonesia," *Just Drinks*, 15 October 2024. <https://www.just-drinks.com/news/diageo-to-expand-factory-in-bali-indonesia/>.
23. Diageo. "The Distilled Series 2: Betterment Brands and Godawan." 18 March 2024. <https://www.diageo.com/en/news-and-media/stories/2024/the-distilled-series-2-betterment-brands-and-godawan>.
24. Wine and Spirit Trade Association. "The Wine and Spirit Trade Association Calls for a Two-Year Freeze to Alcohol Duty to Claw Back Desperately Needed Treasury Coffers." 23 September 2024. <https://wsta.co.uk/press-release/the-wine-and-spirit-trade-association-calls-for-a-two-year-freeze-to-alcohol-duty-to-claw-back-desperately-needed-treasury-coffers/>.
25. Scotch Whisky Association. "SWA Comments on Latest ONS Inflation Figures." 17 January 2024. <https://www.scotch-whisky.org.uk/newsroom/swa-comments-on-latest-ons-inflation-figures/>.
26. Kent, Mark. "£300m Has Been Lost Under the Tax Rise on Spirits – There Must Now Be Change for Scotch Whisky," *The Scotsman*, 14 October 2024. <https://www.scotsman.com/news/politics/ps300m-has-been-lost-under-the-tax-rise-on-spirits-there-must-now>



- be-change-for-scotch-whisky-4820940.
27. Wine and Spirit Trade Association. "The Wine and Spirit Trade Association Calls for a Two-Year Freeze to Alcohol Duty to Claw Back Desperately Needed Treasury Coffers."
28. Scotch Whisky Association. "SWA Comments on Latest ONS Inflation Figures."
29. Wine and Spirit Trade Association. "The Wine and Spirit Trade Association Calls for a Two-Year Freeze to Alcohol Duty to Claw Back Desperately Needed Treasury Coffers."
30. Rice, Peter. "Counting the True Cost of Changes to Alcohol Duty," Herald Scotland, 29 August 2024. <https://www.heraldscotland.com/opinion/24492405.counting-true-cost-changes-alcohol-duty/>.
31. Roberts, Jem. "Alcohol Trade Groups Mislead Prime Minister on Duty 'Increase', Putting Revenue – and Lives – at Risk".
32. UK Government. "Alcohol Bulletin commentary (November 2024 to January 2025)".
33. World Health Organization. Tackling NCDs: 'Best Buys' and Other Recommended Interventions for the Prevention and Control of Noncommunicable Diseases. Geneva: World Health Organization, 2017. <https://iris.who.int/bitstream/handle/10665/259232/WHO-NMH-NVI-17.9-eng.pdf?ua=1>.
34. Task Force on Fiscal Policy for Health. Health Taxes: A Compelling Policy for the Crises of Today. New York: Bloomberg Philanthropies, 2024. <https://assets.bbhub.io/dotorg/sites/64/2024/09/Health-Taxes-A-Compelling-Policy-for-the-Crises-of-Today.pdf>.
35. Matheson, Lawrence. "Pub Body in Plea over Beer Duty," The Mirror, 5 September 2024. <https://www.mirror.co.uk/news/business/pub-body-plea-beer-duty-33603182>.
36. Diageo. Annual Report 2024. London: Diageo, 2024. <https://www.diageo.com/~media/Files/D/Diageo-V2/Diageo-Corp/investors/results-reports-and-events/annual-reports/diageo-annual-report-2024.pdf>.
37. Speed, Madeleine, Eri Sugiura and Jude Webber. "Women and Younger Drinkers Drive Guinness Revival," Financial Times, 5 July 2024. <https://www.ft.com/content/248e29f4-0105-44d4-99cb-55b9164ab380>.
38. Nierenberg, Amelia. "Why Some British Pubs Are Running Out of Guinness," The New York Times, 12 December 2024. <https://www.nytimes.com/2024/12/12/world/europe/uk-guinness-shortages-limits.html>.
39. British Beer and Pub Association. "Nearly £50 Million Euros Boost For Pubs." 11 July 2024. <https://beerandpub.com/news/nearly-50-million-euros-boost-for-pubs/>.
40. British Beer and Pub Association. "Heatwave Could Pull in More Than £30 Million for UK Pubs." BBPA, 12 August 2024. <https://beerandpub.com/news/heatwave-could-pull-in-more-than-30-million-for-uk-pubs/>.
41. British Beer and Pub Association. "No and Low Beer Sales Grow as 2024 Looks to Sell a Record 140 Million Pints." 5 December 2024. <https://beerandpub.com/news/no-and-low-beer-sales-grow-as-2024-looks-to-sell-a-record-140-million-pints/>.
42. Scotch Whisky Association. "SWA Secures GI Protection for Scotch Whisky in the Philippines," 26 February 2024. <https://www.scotch-whisky.org.uk/newsroom/swa-secures-gi-protection-for-scotch-whisky-in-the-philippines/>.
43. Tatum, Megan. "What Does Whisky Want from Starmers?" The Grocer, 15 October 2024. <https://www.thegrocer.co.uk/category-reports/what-does-whisky-want-from-starmers/696664.article>.
44. Health and Social Care Committee. Prevention in Health and Social Care: Oral Evidence. HC 141 (2023–24). 6 February 2024, Q347, <https://committees.parliament.uk/oralevidence/14235/pdf/>.
45. Office for National Statistics. "Alcohol-Specific Deaths in the UK: Registered in 2023." 5 February 2025. <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/bulletins/alcoholrelateddeathsintheunitedkingdom/registeredin2023>.
46. UK Parliament Public Accounts Committee. "Government Not Taking 'Appalling' Harms from Alcohol Seriously Enough." 24 May 2023. <https://committees.parliament.uk/work/7257/alcohol-treatment-services/news/195391/government-not-taking-a-appalling-harms-from-alcohol-seriously-enough/>.
47. Commercial Determinants Research Group. Written evidence submitted by the Commercial Determinants Research Group at the London School of Hygiene & Tropical Medicine, and the University of Edinburgh (PHS0623). March 2024. <https://committees.parliament.uk/writtenevidence/128807/pdf/>.
48. Health and Social Care Committee. Prevention in Health and Social Care: Oral Evidence, HC 141 (2023–24), 6 February 2024, Q336, <https://committees.parliament.uk/oralevidence/14235/pdf/>.
49. Office for Health Improvement and Disparities. "Local Alcohol Profiles for England: Short Statistical Commentary, March 2023." 7 March 2023. <https://www.gov.uk/government/statistics/local-alcohol-profiles-for-england-lape-march-2023-update/local-alcohol-profiles-for-england-short-statistical-commentary-march-2023>.
50. Maani, Nason, May C. I. van Schalkwyk, and Mark Petticrew. "Trends in Alcohol-Specific Deaths in the UK and Industry Responses," The Lancet Gastroenterology & Hepatology 8, no. 5 (2023): 398-400.
51. Health and Social Care Committee. Prevention in Health and Social Care: Oral Evidence. HC 141 (2023–24). 6 February 2024, Q351, <https://committees.parliament.uk/oralevidence/14235/pdf/>.
52. British Beer and Pub Association. Raising a Glass to Growth, Communities and Our Planet: A Manifesto for UK Brewers & Pubs.
53. Matheson, Lawrence. "Pub Body in Plea over Beer Duty".
54. Public Health Scotland. "Minimum Unit Pricing Reduces Alcohol-Related Harm to Health." 27 June 2023. <https://www.publichealth-scotland.scot/news/2023/june/minimum-unit-pricing-reduces-alcohol-related-harm-to-health/>.
55. World Health Organization. Tackling NCDs: 'Best Buys' and Other Recommended Interventions for the Prevention and Control of Noncommunicable Diseases. Geneva: World Health Organization, 2017. <https://iris.who.int/bitstream/handle/10665/259232/WHO-NMH-NVI-17.9-eng.pdf?ua=1>.



56. British Beer and Pub Association. Raising a Glass to Growth, Communities and Our Planet: A Manifesto for UK Brewers & Pubs.
57. Portman Group. Supplementary Written Evidence Submitted by The Portman Group (PHS0624). March 2024. <https://committees.parliament.uk/writtenevidence/129350/html/>.
58. Campbell, Denis. "Smoking to Be Banned Outside Schools and Hospitals in England, but Pubs Get Reprieve," *The Guardian*, 5 November 2024. <https://www.theguardian.com/society/2024/nov/05/smoking-to-be-banned-outside-schools-and-hospitals-but-pubs-get-reprieve>.
59. Woolnough, Sarah. "Has the Government's Health Mission Gone Missing?" *Health Service Journal*, 19 March 2025. <https://www.hsj.co.uk/service-redesign/has-the-governments-health-mission-gone-missing/7038804.article>.
60. Diageo. "Embrace the Magic of Moderation This Season with Our Inclusive Host Festive Guide," 2 December 2024. <https://www.diageo.com/en/news-and-media/stories/2024/embrace-the-magic-of-moderation-this-season-with-our-inclusive-host-festive-guide>.
61. Drinkaware. "Drinkaware Launches Campaign to Check Your Drinking," 4 July 2024. <https://www.drinkaware.co.uk/news/drinkaware-launches-campaign-to-check-your-drinking/>.
62. Jones, Christopher. "Scotch Whisky Association highlights the importance of measuring drinks at home," *Daily Record*, 27 November 2024. <https://www.dailyrecord.co.uk/special-features/scotch-whisky-association-highlights-importance-34152944>.
63. Health and Social Care Committee. Prevention in Health and Social Care: Oral Evidence. HC 141 (2023–24). 6 February 2024, Q346, <https://committees.parliament.uk/oralevidence/14235/pdf/>.
64. Roy-Highley, Elliott and Mark Petticrew, "'Dark Apps' Uncovered: Popular Alcohol Tracking Apps Backed by the Alcohol Industry Mislead Users," *Institute of Alcohol Studies*, 25 February 2025, <https://www.ias.org.uk/2025/02/25/dark-apps-uncovered-popular-alcohol-tracking-apps-backed-by-the-alcohol-industry-mislead-users/>.
65. Bhattacharya, Aveek, Colin Angus, Robert Pryce, John Holmes, Alan Brennan, and Petra S. Meier. "How Dependent Is the Alcohol Industry on Heavy Drinking in England?" *Addiction* 113, no. 12 (2018): 2225–2232.
66. Diageo. "Embrace the Magic of Moderation This Season with Our Inclusive Host Festive Guide."
67. Speed, Madeleine and Janina Conboye. "Booze Faces Its Big Tobacco Moment," *Financial Times*, 21 March 2025. <https://www.ft.com/content/c43c3698-100e-42c5-b44c-a189685afd7e>.
68. Lim, Audrey W.Y., May C. I. van Schalkwyk, Nason Maani Hessari, and Mark P. Petticrew. "Pregnancy, Fertility, Breastfeeding, and Alcohol Consumption: An Analysis of Framing and Completeness of Information Disseminated by Alcohol Industry-Funded Organizations," *Journal of Studies on Alcohol and Drugs* 80, no. 5 (2019): 524–533.
69. Petticrew, Mark, Doug Weitzman, Nason Maani Hessari, and Jim McCambridge. "How Alcohol Industry Organisations Mislead the Public About Alcohol and Cancer," *Drug and Alcohol Review* 36, no. 5 (2017): 613–619.
70. Maani, Nason, May C. I. van Schalkwyk, and Mark Petticrew. "The Perils of Partnership: Interactions Between Public Health England, Drinkaware, and the Portman Group Surrounding the Drink Free Days Campaign," *International Journal of Health Policy and Management* 13, no. 1 (2024): 1–9.
71. Roy-Highley, Elliott, Katherine Körner, Claire Mulrenan, and Mark Petticrew. "Dark Patterns, Dark Nudges, Sludge and Misinformation: Alcohol Industry Apps and Digital Tools," *Health Promotion International* 39, no. 5 (2024): daae037.
72. Smashed Project. "Find a Project." <https://www.smashedproject.org/find-a-project/>.
73. van Schalkwyk, May C. I., Mark Petticrew, Nason Maani, Ben Hawkins, Chris Bonell, Srinivasa Vittal Katikireddi, and Cécile Knai. "'Distilling the Curriculum': An Analysis of Alcohol Industry-Funded School-Based Youth Education Programmes," *PLOS ONE* 17, no. 1 (2022): e0259560.
74. World Health Organization. Can Homes, Schools and Digital Platforms Drive Young People's Alcohol Consumption? Brief 13. Snapshot Series on Alcohol Control Policies and Practice. Geneva: World Health Organization, 2025. <https://iris.who.int/bitstream/handle/10665/381079/9789240107441-eng.pdf>.
75. Ireland Department of Education, Curriculum and Assessment Policy Unit. Letter to Principals – Alcohol Resources. 9 December 2022. <https://www.drugsandalcohol.ie/37721/>.
76. Ó Cionnaith, Fiachra. "Ban on Alcohol Ads Near Schools and Playgrounds," *Irish Examiner*, 4 November 2019. <https://www.irishexaminer.com/news/arid-30961591.html>.
77. Portman Group. "Portman Group and YouGov Low and No Alcohol Consumer Trends Report: A New Era of Mindful Consumption," 21 February 2024. <https://www.portmangroup.org.uk/portman-group-and-yougov-low-and-no-alcohol-consumer-trends-report-a-new-era-of-mindful-consumption/>.
78. Kiely, Melita. "Low and No: What Will Labour Govt Do Next?" *The Spirits Business*, 17 September 2024. <https://www.thespiritsbusiness.com/2024/09/low-and-no-what-will-labour-govt-do-next/>.
79. Department of Health and Social Care. Advancing Our Health: Prevention in the 2020s – Consultation Document, 2019, CP 110. <https://www.gov.uk/government/consultations/advancing-our-health-prevention-in-the-2020s/advancing-our-health-prevention-in-the-2020s-consultation-document>.
80. Kiely, Melita. "Low and No: What Will Labour Govt Do Next?"
81. British Beer and Pub Association. "Low and No Beer Is Now the Fastest Growing Beer Category in the UK," 12 June 2024. <https://beerandpub.com/news/low-and-no-beer-is-now-the-fastest-growing-beer-category-in-the-uk/>.
82. IWSR. "The UK No-Alcohol Market: Key Statistics and Trends," IWSR, 22 January 2025. <https://www.theiwsr.com/insight/the-uk-no-alcohol-market-key-statistics-and-trends/>.
83. Social Market Foundation. "Alcohol-Free and Low-Strength Drinks: Understanding Their Role in Reducing Alcohol-Related Harms," 8 September 2020. <https://www.smf.co.uk/publications/no-low-alcohol-harms/>.



84. Booty, Ed, James Moore, Javier Galindo Jimenez and Els Dijkhuizen. "Heineken 0.0." In Advertising Works 25, edited by Sue Unerman. Institute of Practitioners in Advertising, 2020.
85. World Health Organization. Tackling NCDs: 'Best Buys' and Other Recommended Interventions for the Prevention and Control of Noncommunicable Diseases.
86. British Beer and Pub Association. Raising a Glass to Growth, Communities and Our Planet: A Manifesto for UK Brewers & Pubs.
87. British Beer and Pub Association. "Beer and Pub Sector Face £300 Million Bill in Budget Timebomb."
88. British Beer and Pub Association. "British Beer and Pub Industry Calls on Chancellor to Act on 'Cost of Doing Business' Crisis." 9 October 2024. <https://beerandpub.com/news/british-beer-and-pub-industry-calls-on-chancellor-to-act-on-cost-of-doing-business-crisis/>.
89. British Beer and Pub Association. "BBPA Responds to Consideration of Pub Garden Smoking Ban." 29 August 2024. <https://beerandpub.com/news/bbpa-responds-to-consideration-of-pub-garden-smoking-ban/>.
90. British Beer and Pub Association. "BBPA Responds to Consideration of Pub Garden Smoking Ban."
91. British Beer and Pub Association. "British Beer and Pub Industry Calls on Chancellor to Act on 'Cost of Doing Business' Crisis."
92. Scotch Whisky Association. "Scotch Whisky Boosts UK Economy by £7.1bn."
93. British Beer and Pub Association. "BBPA Urges Politicians to Support the Local." 11 June 2024. <https://beerandpub.com/news/bbpa-urges-politicians-to-support-the-local/>.
94. Sutherland, Emily. "Leading Operators Slam 'Flawed' BBPA Beer Duty Campaign," The Morning Advertiser, 19 February 2016. <https://www.morningadvertiser.co.uk/Article/2016/02/19/Leading-operators-slam-flawed-BBPA-beer-duty-campaign/>.
95. Mitchell, Martin, Thea Schei, Conor O'Shea, Terry Ng-Knight, Nevena Illic, Caterina Branzanti, Elena Cossu and Colin Angus. An Evaluation of Effects on Minimum Unit Pricing of Alcohol. London: National Centre for Social Research, 15 January 2025. <https://natcen.ac.uk/publications/evaluation-effects-minimum-unit-pricing-alcohol>.
96. Bhattacharya, Aveek. Pubs Quizzed: What Publicans Think About Policy, Public Health and the Changing Trade. London: Institute of Alcohol Studies, September 2017. <https://www.ias.org.uk/uploads/pdf/IAS%20reports/rp26092017.pdf>.
97. British Beer and Pub Association. "BBPA Response to MUP Report." 27 June 2023. <https://beerandpub.com/news/bbpa-response-to-mup-report/>.
98. Public Health England. The Range and Magnitude of Alcohol's Harm to Others: A Report Delivered to the Five Nations Health Improvement Network. London: Public Health England, June 2019. https://assets.publishing.service.gov.uk/media/5cf8e0eee5274a5f1b-bcb52e/Alcohols_harms_to_others-1.pdf.
99. Institute of Alcohol Studies. Alcohol and Health Inequalities. London: Institute of Alcohol Studies, 2024. <https://www.ias.org.uk/report/alcohol-and-health-inequalities/>.
100. Scottish Health Action on Alcohol Problems. "Alcohol Harms in Scotland." <https://www.shaap.org.uk/alcohol-facts/alcohol-harms-in-scotland.html>.
101. Social Market Foundation. "Alcohol and the Scottish Economy."
102. Diageo. "Celebrating Pride Month 2024 at Diageo." 6 June 2024. <https://www.diageo.com/en/news-and-media/stories/2024/celebrating-pride-month-2024-at-diageo>.
103. Diageo. "Reflections on Cannes Lions 2024 from Our Chief Marketing Officer." 28 June 2024. <https://www.diageo.com/en/news-and-media/stories/2024/reflections-on-cannes-lions-2024-from-our-chief-marketing-officer>.
104. Diageo. "Invest in Women, Accelerate Progress: #IWD2024 at Diageo." 8 March 2024. <https://www.diageo.com/en/news-and-media/stories/2024/international-womens-day-2024>.
105. Diageo. "Diageo Receives Strong Recognition in 2024 Empower Role Model Lists." 22 May 2024. <https://www.diageo.com/en/news-and-media/stories/2024/diageo-receives-strong-recognition-in-2024-empower-role-model-lists>.
106. Diageo. "Celebrating Pride Month 2024 at Diageo."
107. Diageo. "Celebrating International Day of Persons with Disabilities 2024 at Diageo." 3 December 2024. <https://www.diageo.com/en/news-and-media/stories/2024/celebrating-international-day-of-persons-with-disabilities-2024-at-diageo>.
108. Diageo. "International Day of Women and Girls in Science: The Team Behind Spicy Tamarind." 16 February 2024. <https://www.diageo.com/en/news-and-media/stories/2024/international-day-of-women-and-girls-in-science-the-team-behind-spicy-tamarind>.
109. Diageo. "World Menopause Day: Five Things We Learned from Our Menopause Champions." 18 October 2024. <https://www.diageo.com/en/news-and-media/stories/2024/world-menopause-day>.
110. Diageo. "Nolli Waterman – Reflections on the 2024 Guinness Women's Six Nations." 15 May 2024. <https://www.diageo.com/en/news-and-media/stories/2024/nolli-waterman-reflections-on-the-2024-guinness-women-s-six-nations>.
111. Unstereotype Alliance. Inclusion = Income: The Business Case for Inclusive Advertising. New York: UN Women, September 2024. <https://www.unstereotypealliance.org/sites/default/files/2024-09/INCLUSIVE%20ADVERTISING%20%28Business%20case%29%20WEB.pdf>.
112. Diageo. "Celebrating Pride Month 2024 at Diageo."
113. Diageo. "Reflections on Cannes Lions 2024 from Our Chief Marketing Officer."
114. Lunnay, Belinda, Jessica Seymour, Kristen Foley, Connie Musolino, and Paul R. Ward. "Through the Wine Glass: How Biographical Midlife Transitions and Women's Affective Interpretations Interact with Alcohol Consumption." International Journal of Drug Policy 117 (2023): 104046. <https://doi.org/10.1016/j.drugpo.2023.104046>.
115. Diageo. Annual Report 2024. London: Diageo, 2024.
116. Institute of Alcohol Studies. Women and Alcohol. London: Institute of Alcohol Studies, 2020. <https://www.ias.org.uk/report/wom->



en-and-alcohol/.

- I 17. Diageo. "World Menopause Day: Five Things We Learned from Our Menopause Champions."
- I 18. Institute of Alcohol Studies. LGBTQ+ People and Alcohol. London: Institute of Alcohol Studies, July 2021. <https://www.ias.org.uk/report/lgbtq-people-and-alcohol/>.
- I 19. Dimova, Elena, Rosaleen O'Brien, Lawrie Elliott, Jamie Frankis, and Carol Emslie. What Are LGBTQ+ People's Experiences of Alcohol Services in Scotland? A Qualitative Study of Service Users and Service Providers. Edinburgh: Scottish Health Action on Alcohol Problems, 2022. <https://shaap.org.uk/downloads/408-lgbtq-alcohol-services-2022/viewdocument/408.html>.
- I 20. Whiteley, David, Deborah Rickards-Hill, Elena Dimova, and Carol Emslie. "Performing Solidarity? A Scoping Review of Alcohol Marketing to Sexual and Gender Minorities." *Drugs: Education, Prevention and Policy* 31, no. 6 (2024): 607–615.
- I 21. Hart, Jordan. "San Francisco Pride Loses \$300,000 as Companies Including Comcast and Diageo Reevaluate Sponsorships." *Yahoo News*, 20 March 2025. <https://www.yahoo.com/news/san-francisco-pride-loses-300-185757400.html>. Yahoo News+2Business Insider
- I 22. British Beer and Pub Association. Raising a Glass to Growth, Communities and Our Planet: A Manifesto for UK Brewers & Pubs.
- I 23. Wine and Spirit Trade Association. Written Evidence Submitted by the Wine and Spirit Trade Association (WSTA) Submission NZT0017. April 2024. <https://committees.parliament.uk/writtenevidence/129873/pdf/>.
- I 24. Department for Environment, Food & Rural Affairs. Extended Producer Responsibility for Packaging: Who Is Affected and What to Do. 19 May 2025. <https://www.gov.uk/guidance/extended-producer-responsibility-for-packaging-who-is-affected-and-what-to-do>.
- I 25. Amin, Lucas, and Jon Ungood-Thomas. "British Food Firms Lobbied to Defer £1.7bn Plastic Packaging Tax, Documents Reveal." *The Guardian*, 5 October 2024. <https://www.theguardian.com/business/2024/oct/05/british-food-firms-lobbied-to-defer-17bn-plastic-packaging-tax-documents-reveal>.
- I 26. British Beer and Pub Association. "BBPA Calls on Government to Continue Reviewing 'Painful' Estimated EPR Fees." 20 December 2024. <https://beerandpub.com/news/bbpa-calls-on-government-to-continue-reviewing-painful-estimated-epr-fees/>.
- I 27. Wine and Spirit Trade Association. The Wine and Spirit Industry Brings a Major Boost to the UK Economy. 10 June 2024. <https://wsta.co.uk/press-release/the-wine-and-spirit-industry-brings-a-major-boost-to-the-uk-economy/>.
- I 28. Wine and Spirit Trade Association. Businesses Unite in a Call to Delay Environmental Scheme That Isn't Ready. 24 October 2024. <https://wsta.co.uk/press-release/businesses-unite-in-a-call-to-delay-environmental-scheme-that-isnt-ready/>.
- I 29. IUCN UK Peatland Programme. "Largest Ever Gathering of UK Peatland Experts to Celebrate 'Peatlands, People and Nature' in the Cairngorms National Park." 27 August 2024. <https://www.iucn-uk-peatlandprogramme.org/news/largest-ever-gathering-uk-peatland-experts-celebrate-peatlands-people-and-nature-cairngorms>.
- I 30. Littlejohn, Graeme (@littlegrumpyG), "Pleasure to join @JimFairlieLogie and local MSP @jenni_minto on this visit," X, 8 August 2024, <https://x.com/littlegrumpyG/status/1821575532615729329>.
- I 31. IUCN UK Peatland Programme. "About Peatlands." <https://www.iucn-uk-peatlandprogramme.org/about-peatlands>.
- I 32. IUCN UK Peatland Programme. "Peatland Damage." <https://www.iucn-uk-peatlandprogramme.org/about-peatlands/peatland-damage>.
- I 33. Scottish Government. Ending the Sale of Peat in Scotland: Analysis of Consultation Responses. Edinburgh: Scottish Government, 2023. <https://www.gov.scot/publications/ending-sale-peat-scotland-analysis-consultation-responses/>.
- I 34. Scottish Government. Ending the Sale of Peat in Scotland: Analysis of Consultation Responses. Edinburgh: Scottish Government, 2023. <https://www.gov.scot/publications/ending-sale-peat-scotland-analysis-consultation-responses/pages/7/>.
- I 35. Diageo. "The Distilled Series 2: Betterment Brands and Godawan."
- I 36. Diageo. "Diageo Marks World Water Week 2024." 27 August 2024. <https://www.diageo.com/en/news-and-media/stories/2024/diageo-marks-world-water-week-2024>.
- I 37. Diageo. "Serengeti Breweries Limited Partners with WaterAid Tanzania to Provide Clean Water for the Residents." 7 May 2024. <https://www.diageo.com/en/careers/life-at-diageo/2024/serengeti-breweries-limited-partners-with-wateraid-tanzania-to-provide-clean-water-for-the-resident>.
- I 38. Diageo. "Home of Guinness to Accelerate to Net Zero Carbon Goal with Planned €100 Million Investment by Diageo at St. James's Gate."
- I 39. Diageo. "Baileys Paper Bottle Test Heralds Progress." 28 June 2024. <https://www.diageo.com/en/news-and-media/stories/2024/baileys-paper-bottle-test-heralds-progress>.
- I 40. Diageo. "Diageo Trials Its First Bespoke Circular Keg and Dispense System for Spirits on Smirnoff Vodka." 9 October 2024. <https://www.diageo.com/en/news-and-media/press-releases/2024/diageo-trials-its-first-bespoke-circular-keg-and-dispense-system-for-spirits-on-smirnoff-vodka>
- I 41. Diageo. "Johnnie Walker Unveils World's Lightest Whisky Glass Bottle." 13 September 2024. <https://www.diageo.com/en/news-and-media/press-releases/2024/johnnie-walker-unveils-worlds-lightest-whisky-glass-bottle>
- I 42. Diageo. "Diageo Announces Funding to Accelerate the Decarbonisation of the Glass Industry." 16 January 2024. <https://www.diageo.com/en/news-and-media/stories/2024/diageo-announces-funding-to-accelerate-the-decarbonisation-of-the-glass-industry>.
- I 43. Diageo. "Diageo Partners with Tech Innovators to Help Build Resilience in Sub-Saharan African Agriculture." 5 September 2024. <https://www.diageo.com/en/news-and-media/press-releases/2024/diageo-partners-with-tech-innovators-to-help-build-resilience-in-sub-saharan-african-agriculture>.
- I 44. Institute of Alcohol Studies. People, Planet, or Profit: Alcohol's Impact on a Sustainable Future. London: Institute of Alcohol Studies, 2022. <https://www.ias.org.uk/report/people-planet-or-profit-alcohols-impact-on-a-sustainable-future/>.



145. Movendi International, Alcohol Obstacle to Development: How Alcohol Affects the Sustainable Development Goal, Stockholm: Movendi International, 2020, <https://movendi.ngo/wp-content/uploads/2020/02/Alcohol-and-SDGs-Movendi.pdf>.
146. Diageo. "Johnnie Walker Unveils World's Lightest Whisky Glass Bottle."
147. Carruthers, Nicola. "Diageo Fined £1.2m over Pollution Permit." *The Spirits Business*. 11 March 2022. <https://www.thespiritsbusiness.com/2022/03/diageo-fined-1-2m-over-pollution-permit/>.
148. Drinkaware. Supplementary Written Evidence Submitted by Drinkaware (PHS0626). April 2024. <https://committees.parliament.uk/writtenevidence/129738/pdf/>
149. "A Sour Taste." *Private Eye*, no. 1642, February 2025.
150. "Staropramen 0.0% and Drinkaware to Promote Drinking Check at T20 Blast Finals." Convenience Store, 11 September 2024. <https://www.conveniencestore.co.uk/products/staropramen-00-and-drinkaware-to-promote-drinking-check-at-t20-blast-finals/695356.article>.
151. Drinkaware. "David Seaman on Football's Drinking Culture, Friends' Struggles with Alcohol and Having More Conversations About Drinking." 12 September 2024. <https://www.drinkaware.co.uk/news/david-seaman-on-football-s-drinking-culture-friends-struggles-with-alcohol-and-having-more-conversations-about-drinking>.
152. "Staropramen 0.0% and Drinkaware to Promote Drinking Check at T20 Blast Finals." Convenience Store.
153. Drinkaware. "Drinkaware Partners with Tesco and Heineken UK to Get Customers to Check Their Drinking." 21 August 2024. <https://www.drinkaware.co.uk/news/drinkaware-partners-with-tesco-and-heineken-uk-to-get-customers-to-check-their-drinking>.
154. "HEINEKEN UK Teams Up with Drinkaware to Support New Campaign." *DRAM Scotland*. 4 July 2024. <https://dramscotland.co.uk/2024/07/04/heineken-uk-teams-up-with-drinkaware-to-support-new-campaign/>.
155. "Staropramen 0.0% and Drinkaware to Promote Drinking Check at T20 Blast Finals." Convenience Store.
156. "Staropramen 0.0% and Drinkaware to Promote Drinking Check at T20 Blast Finals." Convenience Store.
157. Lim, Audrey W.Y., May C. I. van Schalkwyk, Nason Maani Hessari, and Mark P. Petticrew. "Pregnancy, Fertility, Breastfeeding, and Alcohol Consumption: An Analysis of Framing and Completeness of Information Disseminated by Alcohol Industry-Funded Organizations."
158. Maani, Nason, May C. I. van Schalkwyk, and Mark Petticrew. "The Perils of Partnership: Interactions Between Public Health England, Drinkaware, and the Portman Group Surrounding the Drink Free Days Campaign."
159. Petticrew, Mark, Doug Weitzman, Nason Maani Hessari, and Jim McCambridge. "How Alcohol Industry Organisations Mislead the Public About Alcohol and Cancer:"
160. Roy-Highley, Elliott, Katherine Körner, Claire Mulrenan, and Mark Petticrew. "Dark Patterns, Dark Nudges, Sludge and Misinformation: Alcohol Industry Apps and Digital Tools."
161. Drinkaware. *Out in the Open: Alcohol Use and Harm in LGBTQ+ Communities*, London: Drinkaware, 2024. <https://media.drinkaware.co.uk/media/4cypaeh/drinkaware-lgbtqplus-report-february-24-final.pdf>.
162. UK Men's Sheds Association. "Diageo Partners with UK Men's Sheds Association." 23 July 2024. <https://menssheds.org.uk/news-story/diageo-partners-with-uk-mens-sheds-association/>.
163. Roy-Highley, Elliott, Katherine Körner, Claire Mulrenan, and Mark Petticrew. "Dark Patterns, Dark Nudges, Sludge and Misinformation: Alcohol Industry Apps and Digital Tools."
164. Drinkaware. "Barnsley Win 2024 Drinkaware Walking Football Cup." 12 April 2024. <https://www.drinkaware.co.uk/news/barnsley-win-2024-drinkaware-walking-football-cup>.
165. Scotch Whisky Association. "SWA Announces New Funding to Tackle Underage Drinking in Scotland." 4 March 2024. <https://www.scotch-whisky.org.uk/newsroom/swa-announces-new-funding-to-tackle-underage-drinking-in-scotland/>.
166. Community Alcohol Partnerships. "Meet the Board." <https://www.communityalcoholpartnerships.co.uk/about-us/meet-the-board>
167. Petticrew, M., N. Douglas, P. D'Souza, Y.M. Shi, M.A. Durand, C. Knai, E. Eastmure, and N. Mays. "Community Alcohol Partnerships with the Alcohol Industry: What Is Their Purpose and Are They Effective in Reducing Alcohol Harms?" *Journal of Public Health* 40, no. 1 (2018): 16–31.
168. Community Alcohol Partnerships. "Education." <https://www.communityalcoholpartnerships.co.uk/what-we-do/education>.
169. van Schalkwyk, May C. I., Mark Petticrew, Nason Maani, Ben Hawkins, Chris Bonell, Srinivasa Vittal Katikireddi, and Cécile Knai. "'Dis-tilling the Curriculum': An Analysis of Alcohol Industry-Funded School-Based Youth Education Programmes."
170. van Schalkwyk, May C. I., Mark Petticrew, Nason Maani, Ben Hawkins, Chris Bonell, Srinivasa Vittal Katikireddi, and Cécile Knai. "'Dis-tilling the Curriculum': An Analysis of Alcohol Industry-Funded School-Based Youth Education Programmes."
171. Institute of Alcohol Studies. *Good Governance in Public Health Policy: Managing Interactions with Alcohol Industry Stakeholders*. London: Institute of Alcohol Studies, 2024. <https://www.ias.org.uk/report/good-governance-in-public-health-policy-managing-interactions-with-alcohol-industry-stakeholders/>.
172. Maani, Nason, May C. I. Van Schalkwyk, and Mark Petticrew. "The Perils of Partnership: Interactions Between Public Health England, Drinkaware, and the Portman Group Surrounding the Drink Free Days Campaign." *International Journal of Health Policy and Management* 13, no. 1 (2024): 1–9.
173. Babor, Thomas F., Katherine Robaina, Katherine Brown, Jonathan Noel, Mariana Cremonete, Daniela Pantani, Raquel I Peltzer and Ilana Pinsky. "Is the Alcohol Industry Doing Well by 'Doing Good'? Findings from a Content Analysis of the Alcohol Industry's Actions to Reduce Harmful Drinking." *BMJ Open* 8, no. 10 (2018): e024325.