



**THE ANNUAL CODE REPORT 2006**  
**THE PORTMAN GROUP'S CODE OF PRACTICE**  
ON THE NAMING, PACKAGING AND PROMOTION OF ALCOHOLIC DRINKS



# THE PORTMAN GROUP

The Portman Group was established in 1989 by the leading UK drinks producers. Its purpose is to encourage and champion the alcohol industry's commitment to social responsibility through its Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. It also represents its member companies' views on alcohol-related social issues.

Its full members are: Bacardi Brown Forman Brands; Beverage Brands (UK) Ltd; Carlsberg UK; Coors Brewers UK; Diageo Great Britain; Inbev UK Ltd; Pernod Ricard UK; and Scottish & Newcastle.

## FOREWORD

There have been some major changes this year at The Portman Group. Our campaigning arm has now been transferred to the newly established Drinkaware Trust. As an independent charity, The Drinkaware Trust has been set up to improve public awareness and understanding about responsible drinking and positively to change the nation's drinking behaviour.

The transference of educational and campaigning work to The Drinkaware Trust means that The Portman Group can re-focus to concentrate on raising and maintaining standards of industry social responsibility. The Code of Practice, which did not exist for the first seven years of The Portman Group's operation, therefore now becomes our central activity. In addition to regulating the industry's marketing, we shall also continue to represent our member companies' views on alcohol-related social issues and to seek to improve understanding of these issues among key stakeholders.

One of the consequences of the recent organisational change has been the departure of Jean Coussins as TPG's Chief Executive. Jean was responsible for developing the Code virtually from its launch in 1996 into the effective and respected self-regulatory instrument that it is today, and for that the industry owes her its gratitude.

With regard to the Code, advice requests continue to forge ahead. In 2006 there was a 25% increase in the number of requests for advice compared with the previous year making it the busiest year in the Code's 10 year existence. The Advisory Service also continues to offer guidance to the drinks industry by producing help notes. This year a help note on gift packs containing alcohol was produced.

While the number of requests for advice continues to grow the number of complaints remains low, with a total of only eight received in 2006. The low

level of complaints may be taken as a good sign on the grounds that there is little for the public to complain about because the Code is being successful in driving up industry standards. On the other hand, we do not want the complaint level to be low because of low awareness of the Code outside of the industry. To address this concern, in 2006 we launched a campaign to raise awareness of the Code and the complaints system amongst key non-industry stakeholders. We produced a poster that provided information on what the Code covered and explained how to make a complaint about an irresponsible product or promotion. The poster was sent to alcohol agencies, trading standards officers, police licensing officers and other interested parties. We intend to carry out similar initiatives in 2007.

The big story, however, for next year will be the introduction of the fourth edition of the Code of Practice which we hope will achieve the right balance between, on the one hand, providing adequate public protection against harmful marketing and, on the other, allowing the industry reasonable marketing freedom.

Finally, I would like to take this opportunity to thank Lord Condon for his Chairmanship of the Panel over the last six years and to welcome Sir Richard Tilt as his successor.



David Poley  
Chief Executive, The Portman Group  
December 2006

# REPORT OF THE CHAIRMAN OF THE INDEPENDENT COMPLAINTS PANEL

During the year under review there were a number of personnel changes. Shona Stephens left after serving for two years and I am grateful for the support she gave me and her Panel colleagues. The Reverend Canon Martin Percy, Principal of Ripon College, Oxford, joined the Panel after a busy and highly regarded six years on the Council of the Advertising Standards Authority. Barbara O'Donnell, the national Alcohol Liaison Officer for Scotland is a most welcome addition to the Panel. The changes were completed by the appointment of Sir Richard Tilt as a Panel member. I am delighted that Sir Richard, who is a distinguished former Director General of the Prison Service, has been appointed to succeed me as Chairman in January 2007 on completion of my six year term of office.

The main topic of complaint this year has been 'appeal to under 18s'. In particular gift packs containing alcohol were the subject of complaint. In reaching the decision in the 'Bubbly and Bear' complaint the Panel acknowledged that gift packs containing teddy bears and alcohol were not uncommon, particularly when marketed in connection with special occasions. The Panel also accepted that the company in the 'Bubbly and Bear' complaint had not deliberately set out to attract under 18s. However the inclusion of the cuddly toy in the specific circumstances of the complaint led the Panel to uphold the complaint that the product had a particular appeal to under 18s, in breach of the Code.

The Panel's adjudication on this complaint enabled The Portman Group Advisory Service to produce and issue a help note for the guidance of the industry. This should help the industry to make more informed judgments about these products.

Looking back over my six years as Chairman I remain convinced that the Independent Complaints Panel process is a very important part of the

framework for promoting the sensible marketing of alcohol. Although the Panel considers a relatively small number of complaints each year, these complaints have symbolic importance in providing guidance to the industry and The Portman Group Advisory Service. Each complaint is considered independently and carefully by the Panel who bring their interesting and differing backgrounds to the complaints process. On occasions complaints have had particular importance in providing guidance to the industry beyond the particular circumstances of the complaint. The 'Kalashnikov' complaint adjudication helped set a benchmark in relation to alcoholic drinks indirectly suggesting an association with violent and dangerous behaviour. Similarly the 'FCUK' complaint was very important in giving guidance about the boundaries of acceptability in seeking to extend brands from other sectors to the alcoholic drinks industry.

It is pleasing to note that throughout my time as Chairman rates of compliance with Panel decisions have been high with the majority of problematic products being modified or withdrawn.

In this my last report as Chairman I take the opportunity to thank all Panel members, past and present, for the integrity and thoughtfulness of their contributions. I also thank The Portman Group staff for the excellent administrative support they have given the Panel.

In 2007 the Panel will have a new Chairman and a revised version of the Code and I wish them every success as they continue with their important role.



**Lord Condon**  
**Chairman of the Panel**  
December 2006



## FUNKY MONKEY VODKA SHOTS

Independent Distillers (UK) Ltd

Final Decision 20 January 2006

### COMPLAINT SUMMARY

“‘Funky Monkey’ will in my opinion appeal to underage drinkers, specifically young girls.

- a) the monkey character is currently a very popular icon within this age group
- b) flavours such as ‘kola cubes’, ‘bubble gum’ and ‘cheeky cherry’ are clearly aimed at very young (under age) consumers.”

### COMPLAINANT

KC Brands Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHELD**

The producers said that before the complaint had been received, they had already decided to remove the monkey device from the labels and focus on the brand name. They said they had also decided to change the flavour names of three variants in the product range; ‘Kola Kube’ would now change

to ‘Kola’, ‘Bubblegum’ would change to ‘Blue’ and ‘Cheeky Cherry’ would change to ‘Cherry’. The producers said that they had submitted the new labelling to The Portman Group Advisory Service which had advised that, in its opinion, this raised no objections under the Code.

The Panel considered that neither the name of the product range, ‘Funky Monkey’, nor the monkey silhouette on the original labels had a particular cultural resonance among under 18s. It also considered that the flavours ‘Kola Kube’, ‘Bubblegum’ and ‘Cheeky Cherry’ did not cause the product overall to have a particular appeal to under 18s. Hence, the Panel did not find the product range in breach of Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed. The Panel noted, however, the labelling and flavour name changes the producers had already agreed with the Advisory Service.



## WEE BEASTIE, BIG BEASTIE & WWW.WEEBEASTIE.CO.UK

Inver House Distillers Ltd

Final Decision 27 February 2006

### COMPLAINT SUMMARY

“We believe that Wee Beastie and Big Beastie contravene TPG code, particularly in terms of packaging and the content and style of the website. They use childish images of dancing and laughing spiders and we feel it is designed to have specific appeal to under 18s.”

### COMPLAINANT

The Wine & Spirit Trade Association

### DECISION

Under Code paragraph 3.2 (g) **UPHELD**

The producers said that the brand had been on the market for five years without complaint and that they understood that the original brand owners had liaised with The Portman Group Advisory Service on the final design. They said that the product was never designed to appeal to under 18s and that 95% of stocks were sold only through large, responsible off-trade retailers. The producers pointed out that they had recently decided to take down the brand website due to the low number of hits it received.

The Panel firstly noted that the Advisory Service had no record of having given advice on the brand design. The Panel was concerned that the grinning spider imagery, which featured prominently on the packaging of both products and on the website, was both cartoon-like and childlike. It was also concerned that the prominent warning on the front of both products “Strictly for over 18s ADULTS ONLY Strictly for over 18s” was likely to attract the attention of under 18s in particular and make the products attractive to them. The Panel concluded that the combination of the garish pink and yellow colours, the cartoon-style grinning spider and the “Adults Only” warning meant that overall, both products and the brand website were likely to have a particular appeal to under 18s in breach of Code paragraph 3.2(g).

### ACTION BY COMPANY

The Panel noted that the producers had taken down the brand website and it welcomed the fact that they were liaising with the Advisory Service for guidance on amending the products’ packaging to comply with the decision.



## BUBBLY & BEAR Gift Pack

Blue Sky Beverage Co Ltd (exclusively for Asda Stores)

Final Decision 26 May 2006

### COMPLAINT SUMMARY

"My daughter (9 years old) was given a pack with a teddy and a small bottle of Cavalier that was purchased by a friend from Asda. When I explained that the drink was alcohol and she couldn't have it she was obviously disappointed but what really concerns me is that Asda are selling a teddy bear which obviously appeals to kids with alcohol."

### COMPLAINANT

Member of the public, Surrey

### DECISION

Under Code paragraph 3.2 (g) **UPHELD**

The Panel noted that the gift pack had been produced by Blue Sky Beverage Company Ltd for ASDA Stores Ltd who had exclusive rights to the pack and who had submitted a response to the complaint on behalf of both companies. ASDA explained that the gift pack was sold only within the beers, wines and spirits department of their stores and that when it was scanned at the checkout, operators were prompted to ask for proof of age if the customer appeared to be under 21. They argued that gift packs including alcohol were very common in the UK and that teddy bears were particularly popular for adult gifts of this nature normally associated with special occasions; they provided a number of examples of similar gift packs featuring teddy bears that had been sold by other retailers. They were surprised that the gift

pack had been given to a child after purchase by an adult and felt that it was obvious that alcoholic products were not suitable for young children. They said that they would add an 18+ warning sticker to the front of the pack to avoid any problems in future.

The Panel acknowledged that neither company had deliberately set out to target under 18s and noted that ASDA took precautions in-store to try and ensure that the gift pack could not be purchased by this age group. The Panel also noted that teddy bears were commonly used in gift packs of this nature which were very popular, especially on special occasions such as Valentine's Day. It considered, however, that although teddy bears appealed to many adults, they also had a particular appeal to under 18s, especially the very young and teenage girls. The Panel therefore concluded that because of the inclusion of the teddy bear, the gift pack had a particular appeal to under 18s in breach of Code paragraph 3.2(g). The Panel asked the companies to liaise with the Code Advisory Service for guidance on future gift packs.

### ACTION BY COMPANY

ASDA said that, whilst they had received no complaints from customers, they noted the Independent Complaints Panel's decision and the product would be removed promptly from sale in all ASDA stores.



## LET'S CELEBRATE Gift Set

The Creative Gift Company Ltd

Final Decision 1 September 2006

### COMPLAINT SUMMARY

"The pack contains...champagne and a teddy bear, as is the case with the Bubbly & Bear gift pack. The bear is visible, and is an integral part of the gift. The Independent Complaints Panel ruling against the Bubbly & Bear gift pack concluded that 'because of the inclusion of the teddy bear, the gift pack had particular appeal to under 18s in breach of Code paragraph 3.2(g)'. I submit that the gift pack which includes [a] teddy bear must therefore be in breach of Code paragraph 3.2(g)."

### COMPLAINANT

Blue Sky Beverage Company Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHELD**

The Panel first concluded that the gift set fell within the remit of the Code as defined in Code paragraph 2.1. The Panel then considered whether the gift set was likely to have a particular appeal to under 18s. In determining this, the Panel looked at the matter broadly as permitted by Code paragraph 2.9. The Panel noted that the product

could be purchased only through the producers' website using a credit or debit card. It considered that the website, in terms of its overall design and by virtue of the other items for sale (various gift sets), was clearly targeted at adults. The Panel considered that under 18s were therefore less likely to access the product than if it had been sold in a shop. The Panel also noted that at £59.99 the gift set was relatively expensive. It further considered that the gift set, which included a teddy bear, a 25cl bottle of champagne, two champagne flutes, some sugared almonds and three heart-shaped balloons, was specifically marketed at adults as a romantic gift. In view of the context in which the product was marketed (i.e. an adult-oriented website), the price of the gift set, the overall content of the gift set and the way it was presented within the website, the Panel concluded that the gift set did not have a particular appeal to under 18s and therefore did not breach Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed



## TEDDY & CHAMPAGNE Gift Box

The Gift Service Ltd

Final Decision 1 September 2006

### COMPLAINT SUMMARY

"The pack contains...champagne and a teddy bear, as is the case with the Bubbly & Bear gift pack. The bear is visible, and is an integral part of the gift. The Independent Complaints Panel ruling against the Bubbly & Bear gift pack concluded that 'because of the inclusion of the teddy bear, the gift pack had particular appeal to under 18s in breach of Code paragraph 3.2(g)'. I submit that the gift pack which includes [a] teddy bear must therefore be in breach of Code paragraph 3.2(g)."

### COMPLAINANT

Blue Sky Beverage Company Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHOLD**

The Panel first concluded that the gift box fell within the remit of the Code as defined in Code paragraph 2.1. The Panel then considered whether the gift box was likely to have a particular appeal to under 18s. In determining this, the Panel looked at the matter broadly as permitted by Code

paragraph 2.9. The Panel noted that the product could be purchased only through the producers' website using a credit or debit card. It considered that the website, in terms of its overall design and by virtue of the other items for sale (various gift sets), was clearly targeted at adults. The Panel considered that under 18s were therefore less likely to access the product than if it had been sold in a shop. The Panel also noted that at £40.50 the gift set was relatively expensive. It further considered that the gift set, which included a 37.5cl bottle of champagne and a teddy bear holding a heart, was specifically marketed as a romantic gift for adults. In view of the context in which the product was marketed (i.e. an adult-oriented website), the price of the gift set, the overall content of the gift set and the way it was presented within the website, the Panel concluded that the gift set did not have a particular appeal to under 18s and therefore did not breach Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed.



## CONGRATULATIONS NEW ARRIVAL Baby Gift Basket

Bellini Baskets

Final Decision 1 September 2006

### COMPLAINT SUMMARY

"The pack contains...champagne and a teddy bear, as is the case with the Bubbly & Bear gift pack. The bear is visible, and is an integral part of the gift. The Independent Complaints Panel ruling against the Bubbly & Bear gift pack concluded that 'because of the inclusion of the teddy bear, the gift pack had particular appeal to under 18s in breach of Code paragraph 3.2(g)'. I submit that the gift pack which includes [a] teddy bear must therefore be in breach of Code paragraph 3.2(g)."

### COMPLAINANT

Blue Sky Beverage Company Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHELD**

The Panel first concluded that the baby gift basket fell within the remit of the Code as defined in Code paragraph 2.1. The Panel then considered whether the gift basket was likely to have a particular appeal to under 18s. In determining this, the Panel looked at the matter broadly as permitted by Code paragraph 2.9. The Panel noted that the product could be purchased only through the producers'

website using a credit or debit card. It considered that the website, in terms of its overall design and by virtue of the other items for sale (various gift baskets), was clearly targeted at adults. The Panel considered that under 18s were therefore less likely to access the product than if it had been sold in a shop. The Panel also noted that at £145 the baby gift basket was relatively expensive. It further considered that the baby gift basket, which included a teddy bear, a 750ml bottle of champagne, a cotton terry towel and mitt set, a baby brush and comb set, a piggy bank, luxury toiletries for the new Mother, a candle and facecloth, was specifically marketed as a gift for couples who had just had a baby. In view of the context in which the product was marketed (i.e. an adult-oriented website), the price of the gift basket, the overall content of the gift basket and the way it was clearly targeted at new parents, the Panel concluded that the baby gift basket did not have a particular appeal to under 18s and therefore did not breach Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed.



## NEW BORN BABY Gift Basket

The Gift Service Ltd

Final Decision 1 September 2006

### COMPLAINT SUMMARY

"The pack contains...champagne and a teddy bear, as is the case with the Bubbly & Bear gift pack. The bear is visible, and is an integral part of the gift. The Independent Complaints Panel ruling against the Bubbly & Bear gift pack concluded that 'because of the inclusion of the teddy bear, the gift pack had particular appeal to under 18s in breach of Code paragraph 3.2(g)'. I submit that the gift pack which includes [a] teddy bear must therefore be in breach of Code paragraph 3.2(g)."

Blue Sky Beverage Company Ltd

### COMPLAINANT

Blue Sky Beverage Company Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHOLD**

The Panel first concluded that the baby gift basket fell within the remit of the Code as defined in Code paragraph 2.1. The Panel then considered whether the gift basket was likely to have a particular appeal to under 18s. In determining this, the Panel looked at the matter broadly as permitted by Code paragraph 2.9. The Panel noted that the product

could be purchased only through the producers' website using a credit or debit card. It considered that the website, in terms of its overall design and by virtue of the other items for sale (various gift baskets), was clearly targeted at adults. The Panel considered that under 18s were therefore less likely to access the product than if it had been sold in a shop. The Panel also noted that at £36.95 the baby gift basket was relatively expensive. It further considered that the baby gift basket, which included a 37.5cl bottle of champagne, a teddy bear, a teddy bear mug, some biscuits and confectionery, was specifically marketed as a gift for couples who had just had a baby. In view of the context in which the product was marketed (i.e. an adult-oriented website), the price of the gift basket, the overall content of the gift basket and the way it was presented within the website (i.e. clearly targeted at new parents), the Panel concluded that the baby gift basket did not have a particular appeal to under 18s and therefore did not breach Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed.



## TEDDIBRATIONS Gift Box

The Gift Service Ltd

Final Decision 1 September 2006

### COMPLAINT SUMMARY

"The pack contains...champagne and a teddy bear, as is the case with the Bubbly & Bear gift pack. The bear is visible, and is an integral part of the gift. The Independent Complaints Panel ruling against the Bubbly & Bear gift pack concluded that 'because of the inclusion of the teddy bear, the gift pack had particular appeal to under 18s in breach of Code paragraph 3.2(g)'. I submit that the gift pack which includes [a] teddy bear must therefore be in breach of Code paragraph 3.2(g)."

Blue Sky Beverage Company Ltd

### COMPLAINANT

Blue Sky Beverage Company Ltd

### DECISION

Under Code paragraph 3.2 (g) **NOT UPHELD**

The Panel first concluded that the gift box fell within the remit of the Code as defined in Code paragraph 2.1. The Panel then considered whether the gift box was likely to have a particular appeal to under 18s. In determining this, the Panel looked

at the matter broadly as permitted by Code paragraph 2.9. The Panel noted that the product could be purchased only through the producers' website using a credit or debit card. It considered that the website, in terms of its overall design and by virtue of the other items for sale (various gift sets), was clearly targeted at adults. The Panel considered that under 18s were therefore less likely to access the product than if it had been sold in a shop. The Panel also noted that at £52.25 the gift set was relatively expensive. It further considered that the gift set, which included a 75cl bottle of champagne and a teddy bear, was specifically marketed as a romantic gift for adults. In view of the context in which the product was marketed (i.e. an adult-oriented website), the price of the gift set, the overall content of the gift set and the way it was presented within the website, the Panel concluded that the gift set did not have a particular appeal to under 18s and therefore did not breach Code paragraph 3.2(g).

### ACTION BY COMPANY

None needed.

## RETAILER ALERT BULLETINS

If a product's packaging or point-of-sale material is found in breach of the Code, The Portman Group takes compliance action by issuing a Retailer Alert Bulletin (RAB) asking licensees de-stock the offending product/materials after a specified three

month period. RAB's are published in the licensed trade press and on The Portman Group's website and are sent to Code Signatories, police licensing officers, Trading Standards Officers, local licensing authorities and other interested parties nationwide.

PRODUCT	RAB ISSUED	COMPLIANCE DEADLINE
Wee Beastie & Big Beastie	March 2006	23 May 2006

## HOW TO MAKE A COMPLAINT UNDER THE CODE

Details of the complaints process are given in our 'A Guide to Complaints' leaflet, available free of charge from The Portman Group (address and telephone number below). Copies of the Code of Practice are also available from the same address on request.

The Portman Group's Code of Practice encourages drinks producers to market their products responsibly. A product might contravene the Code if its name, packaging or marketing:

- does not make it clear that it's an alcoholic drink;
- appeals particularly to under 18s;
- emphasises the alcoholic strength unduly;
- links the product with illicit drugs;
- associates the product with sexual success;
- suggests bravado, violence, dangerous or anti-social behaviour;
- makes you think that drinking it will help you become popular or successful;

- encourages illegal or irresponsible drinking, such as binge drinking or drink-driving;
- uses inappropriate images of people under 25;
- suggests it can improve your mental or physical performance.

The Code applies to a drink's packaging, (including its brand name) and also to point-of-sale activities and materials, brand websites, sponsorship, branded merchandise, press releases, advertorials and sampling.

If you wish to make a complaint under the Code, please write to the Secretary to the Independent Complaints Panel at The Portman Group, 7-10 Chandos Street, London W1G 9DQ.

If you would like to discuss any aspect of the complaints procedure, you are welcome to telephone 020 7907 3700. Alternatively you can send an email to [info@portmangroup.org.uk](mailto:info@portmangroup.org.uk)

# THE INDEPENDENT COMPLAINTS PANEL

The membership of the Independent Complaints Panel represents a diversity of background and experience and does not include any person employed by The Portman Group or by any of its Member companies.

The Panel's procedures are set out in a Guide to Complaints leaflet which is available from The Portman Group on 020 7907 3700. Each complaint is considered carefully on its own merits.



**Lord Condon (Chairman)**

Director of the Anti-Corruption Unit of the International Cricket Council. Former Commissioner of the Metropolitan Police 1993-2000. Joined the Metropolitan Police in 1967.



**Jon Eggleton**

Appointed to the role of United Biscuits UK Marketing Director in December 2003. Previously 15 years' experience within the drinks industry, most recently as a plc main board Marketing Director at HP Bulmer until October 2003. Prior to Bulmers, 11 years at Diageo/Guinness in a variety of marketing roles in the UK and overseas as Director of Marketing for Guinness Asia Pacific.



**Callum Jacobs**

Head of Personal, Citizenship and Health Education and also teacher of sociology and psychology at Cophall School, a comprehensive secondary school in Barnet, London. Worked with Barnet Local Education Authority producing drug education resources for schools. Currently works with young people, specialising in drug and alcohol education.



**Nigel Long**

Non-executive advisor to Naked (communications strategy company), Partners Andrews Aldridge (relationship marketing company) and Harringtons. Previously over 20 years' experience in the advertising industry including the creative agencies WCRS and Partners BDDH where he was Managing Director from 1995 and Chairman & CEO from 2001. After 10 years, and having successfully completed the merger of Partners BDDH and Euro RSCG (to create the UK's 6th largest ad agency), Nigel left in March 2004 and took a six month sabbatical.



**Barbara O'Donnell (from July 2006)**

Appointed National Alcohol Liaison Officer for Scotland in February 2002 with a remit to administer the Scottish Association of Alcohol Action Teams (now the Scottish Association of Alcohol and Drug Action Teams). Prior to this appointment Barbara managed the Scottish Executive and Health Scotland's public education campaign, Drinkwise, for five years. Currently a member of the Education Core Group of the International Council on Alcohol & Addictions.

Panel members continued overleaf...

## THE INDEPENDENT COMPLAINTS PANEL continued



**Reverend Canon Professor Martin Percy (from January 2006)**

Principal of Ripon College Cuddesdon, Oxford. Also visiting Professor of Theology and Ministry, Hartford Seminary, Connecticut; Professor of Theological Education, King's College, London and Canon Theologian, Sheffield Cathedral. Since his ordination in 1990 has occupied academic posts at Christ's and Sidney Sussex colleges, Cambridge, the University of Sheffield and Lincoln Theological Institute for the Study of Religion and Society. Worked as Academic Advisor on the Spirit Zone project in the Millennium Dome and presently sits on the Church of England's Faith and Order Advisory Group.



**Morven Proctor**

Welfare Advisor at Liverpool John Moores' University Student Union. Former Women's Officer, National Union of Students Scotland. Former Vice-President (Welfare), Stirling University Students' Association.



**Angela Sarkis CBE**

An independent consultant with wide experience of voluntary organisations, the public sector, faith communities and charitable trusts. A BBC Governor since October 2002. Chairs the National Council for Voluntary Organisations Diversity Project and is a member of the Home Office Active Community Unit Advisory Panel and the Vice-President of the African Caribbean Evangelical Alliance. Currently a non-executive director on the Home Office Correctional Services Board. Former Chief Executive of the Church Urban Fund 1996-2002.



**Shona Stephen (until March 2006)**

Appointed to the new post of Director for Glasgow, Communities Scotland in June 2004. Director of Policy and Development at The Prince's Trust-Scotland 1998-2004. Previously worked in both inner city and Easterhouse areas of Glasgow and was Director of Lochfield Park Housing Co-operative. Wide experience of art and education projects involving young people, local employment initiatives, tenant-controlled housing design and crime reduction initiatives.



**Sir Richard Tilt (from October 2006)**

Chairman, Social Security Advisory Committee.

Joined the Prison Service in 1966. Former Director General of the Prison Service 1995-1999. From 1999-2000 Chairman of Kettering General Hospital NHS Trust, prior to taking up post as Chairman of Northamptonshire Health Authority in April 2000.

## THE PORTMAN GROUP'S CODE ADVISORY SERVICE

As part of its responsibility in operating the Code of Practice, The Portman Group offers a free, fast and confidential Advisory Service.

The service gives drinks producers, importers and retailers the opportunity to seek advice, in advance, about the packaging and below-the-line marketing of any pre-packaged alcoholic drink that is to be sold in the UK. This enables any concerns about any possible breaches of the Code to be discussed and dealt with at an early stage.

Seeking advice can help companies to avoid the expense and bad publicity of having to make changes in response to an upheld decision by the Panel in the event of a complaint.

Companies wishing to seek advice under the Code should contact Kay Gill, Code Advice & Compliance Manager on 020 7907 3706 or by email [kgill@portmangroup.org.uk](mailto:kgill@portmangroup.org.uk) with details of their plans.

# CODE SIGNATORIES December 2006

Over 140 companies have signed up to The Portman Group Code of Practice to indicate their support for the Code and their willingness to abide by and, in the case of retailers, help enforce, the decisions of the Independent Complaints Panel.

Adnams plc	George Bateman & Son Ltd	Mitchells & Butlers plc
Alcohols Ltd	Gin & Vodka Association, The	Mitchells of Lancaster (Brewers) Ltd
Ampleforth Abbey Trading Ltd	G T News Ltd	MOB Ltd
Arkell's Brewery Ltd	Gray & Sons (Chelmsford) Ltd	Morrells Brewery Ltd
ASDA Stores Ltd	Greene King plc	National Association of Cider Makers The
Association of Licensed Multiple Retailers	Greenwich Distillers Ltd	Nisa-Today's (Holdings) Ltd
Atlantic Wine Agencies Ltd	H&A Prestige Packaging Company Ltd	Northern Ireland Drinks Industry Group
Avery's of Bristol Ltd	Halewood International Ltd	Oddbins Ltd
Babco Europe Ltd	Hall & Woodhouse Ltd	Palmer & Harvey McLane Ltd
Bacardi Brown Forman Brands	Harvey & Sons (Lewes) Ltd	Pernod Ricard UK
Belhaven Brewery Co.Ltd, The	Hayman Ltd	Punch Taverns
Beverage Brands (UK) Ltd	Heavitree Brewery plc, The	Rank Group
Black Sheep Brewery plc, The	Hook Norton Brewery Co. Ltd	Refresh UK
Blackwood Distillers	Hyde's Brewery Ltd	Ringwood Brewery
Blavod Drinks Ltd	Ian McLeod Distillers Ltd	Robert Cain & Co. Ltd
British Beer & Pub Association	Icon Distillers UK	S A Brain & Co.Ltd
Brothers Drinks Co. Ltd	InBev UK Ltd	Scotch Whisky Association, The
Booker plc	Intercontinental Brands (ICB) Ltd	Scottish & Newcastle plc
Caledonian Brewing Company Ltd, The	Inver House Distillers Ltd	Sharp's Brewery
Carlsberg UK Ltd	J Chandler & Co (Buckfast) Ltd	Shepherd Neame Brewery Ltd
Castle Brands Spirits Group GB Ltd	JC & RH Palmer Ltd	Shooters UK Ltd
Charles Wells Ltd	JD Wetherspoon plc	Somerfield Stores Ltd
Cocktail Mania Ltd	Jim Beam Brands Distribution UK	Speyside Distillers Co Ltd
Constellation Wines Europe Ltd	John E Fells & Sons Ltd	St Austell Brewery Co. Ltd
Co-operative Group, The	Joseph Holt plc	Tesco Stores Ltd
Coors Brewers Ltd	J Sainsbury plc	Test Tube Products Ltd
Costcutter Supermarkets Group Ltd	JW Lees & Co (Brewers) Ltd	Thresher Group
Daniel Batham & Son Ltd	J Wray & Nephew (UK) Ltd	Timothy Taylor & Co.Ltd
Daniel Thwaites & Co Ltd	Kingsland Wine & Spirits	T M Retail
D B Wines Ltd	Lanchester Wine Cellars Ltd	Universal Brand Ltd
De Vere Group plc t/a G&J Greenall	Landmark Cash & Carry Ltd	V&S Plymouth Ltd
Diageo Great Britain	Laurel Pub Company	Vickery Wines Ltd
Drinks Group, The	London & Scottish International Ltd	Wadworth & Co. Ltd
Edrington Group, The	Maclay Group plc	Waitrose Ltd
Ehrmanns Ltd	Majestic Wine Warehouses Ltd	Welsh Whisky Association Ltd, The
Eldridge Pope plc	Marblehead Brand Development Ltd	Western Wines Ltd
Elgood & Sons Ltd	Marks and Spencer plc	WH Brakspear & Sons plc
Enterprise Inns plc	Marston's Inns & Taverns	Whiskynet
Everards Brewery Ltd	Marston's plc	Whitbread Group plc
F & B Partnership Ltd, The	Marston's Pub Company	Whitley Neill Ltd
Felinfoel Brewery Co. Ltd, The	Maxxium UK Ltd	Whittalls Wines Ltd
First Choice Wholesale Foods	McMullen & Sons Ltd	Whyte & Mackay Ltd
First Drinks Brands Ltd	Mercantile Vintners Ltd	Wine and Spirit Trade Association, The
Frederic Robinson Ltd	Merrydown plc	Wm Morrisons plc
Fuller Smith & Turner plc	Metro Discount Stores	Young & Co's Brewery plc
GBL International Ltd	Miller Brands (UK) Ltd	



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Typeset by Paula Sayer +44 (0) 20 8881 7379  
Printed by Belmont Press +44 (0) 1604 596 500