



ABERDEEN CITY
ADP

alcohol & drugs partnership

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“No” & “Lower” Alcohol Products **ADP Information Paper – February 2016**

October 2011 saw the UK Government's budget introduction of a 50% tax break on the production of beer/lager/cider containing no more than 2.8% alcohol ABV (saving an average of £0.35p a pint). The result of this change in taxation has been that a number of major alcohol producers have since launched various 'no' and 'low' alcohol¹ brands including versions of existing products.

In a literature review Jones & Bellis (2012) point out that the health appeal of such products rely on consumer '*substitution*', and without this substitution there is a risk of an '*additive*' effect resulting in increased consumption. Furthermore it could be argued that in order to maximise the opportunity of increased availability and impact of these new products, there needs to be at the same time a restriction on the availability of higher strength products.

Incentives and promotion are very important but equally so is whether substitution can take place in market segments where alcoholic 'effect' can be valued more than taste. It remains difficult to be able to draw any definitive conclusion with regard to issues of 'quality' and price having any impact on individuals motivated by alcohol 'effect'. The impact of product availability, quality and marketing are one thing, how they interact and influence cultural shifts in the motivations and 'expectancies' of drinkers remain to be seen.

What is important around this development for health promotion purposes, is that with *increased consumer choice* (with the increasing variety of both 'no' and 'low' alcohol), there is a public health opportunity to enhance the promotion of sensible (and safer) drinking and it's association with health benefits. For example, lower calorie content of such products is an important development for those concerned about weight control. The average pint of standard-strength (4.2% ABV) beer will contain over 100 calories; however one pint of 'lower' alcohol beer can contain almost half that amount.

The availability of 'no' and 'low' alcohol products however does not change the overall nature of key health messages regarding alcohol. Rather they can be looked at as adding choice by *increasing options* available to individuals to encourage and engage with positive behaviour change through *substitution* of higher alcohol products for lower.

The following messages therefore remain very much applicable:

- **Being aware of sensible drinking limits and unit guidance** (keeping track of what you buy and consume)
- Drinking on less occasions (remembering to keep at least 2 days free of alcohol)
- Reducing the quantity, volume (glass size etc) **and strength** of drinks as necessary

¹ Definitions (Alcohol by Volume (ABV) expressed as a percentage) are included with product listing

- Substituting with **non-alcoholic drinks**, or choosing to refrain from (or part-participate) in buying 'rounds' of drinks within social settings
- Having a plan and/or budget for consumption and sticking to it
- Using free time in more creative and active ways that could avoid any unnecessary consumption of alcohol

Included at the end of this document is an outline selection of products available in both the 'no' and 'low' alcohol categories².

Key References:

HM Treasury (November 2012) *Review of Alcohol Taxation* http://www.hm-treasury.gov.uk/d/alcohol_tax_review301110.pdf

Jones & Bellis (March 2012), *Can promotion of lower alcohol products help reduce alcohol consumption? A rapid literature review* (Liverpool JMU) <http://ranzetta.typepad.com/files/can-promotion-of-lower-strength-alcohol-products-help-reduce-alcohol-consumption-jmu-2012.pdf>

Drinkaware Guidance: *Low Alcohol Drinks* (2013) <https://www.drinkaware.co.uk/make-a-change/how-to-cut-down/cutting-down-when-out-and-about/low-alcohol-drinks>

² The intention of this briefing is neither to promote alcohol consumption, nor to indicate preference for the specific products listed, but rather to present a representative sample of the current 'no' and 'lower' alcohol products available in local retail environments (and via online sales) at the time of writing



The “Dry Aberdeen” initiative is hosted by ‘The Garage’ club - a Best Bar None³ Gold accredited venue recognised for its commitment to the promotion of responsible and safe drinking environments. The idea of ‘Dry Aberdeen’ was offered to all licensed venues in Aberdeen city centre by Aberdeen City, Alcohol & Drug Partnership with the Garage offering to take forward alcohol free nights within their programme. Two events have been held since February 2014 with a third planned for 2015, proving that a great night out does not need to involve alcohol.

An added bonus for The Garage came in March 2015 when they were awarded the Best Public Health Initiative at the Best Bar None national award finals.

The Best Bar None goal is to support a change in the public’s perception of licensed venues as solely places to drink, there is so much more on offer that can help enrich and strengthen communities in which they’re based. Since it opened in 2012, The Garage has been helping to promote this safety message by providing free soft drinks for designated drivers.

For further local information and updates, please visit:

<http://dryaberdeen.co.uk/>

³ Best Bar None operates throughout Scotland and over 400 venues have been accredited as part of the scheme. The scheme is sponsored by Diageo, Molson Coors, Heineken, Tennents, Maxxium UK and Chivas Brothers and is supported by Police Scotland, the Scottish Fire & Rescue Service, the Scottish Licensed Trade Association and the Scottish Government.

Product Examples:

Lager/Beer/Cider

(No Alcohol 0% Alcohol-free < 0.05% and Low 2.8% or less ABV)

Ambar Green	(No alcohol)
Bavaria Lager (varieties)	(No alcohol)
Bavaria Wheat Beer	(No alcohol)
Becks (Blue)	(No alcohol)
Bitburger	(No alcohol)
Carlsberg 0.0%	(No alcohol)
Cobra Zero	(No alcohol)
Estrella Galicia	(No alcohol)
Fosters Radler	(No alcohol)
Kirin Free	(No alcohol)
Koppaberg Cider (varieties)	(No alcohol)
San Miguel	(No alcohol)
San Miguel Limon	(No alcohol)
Weihenstephaner Alkoholfrei	(Alcohol-Free)
Holsten Pils alcohol-free	(0.02% ABV)
Bitburger Drive	(0.05% ABV)
Kaliber	(0.05% ABV)
Tennents Hee-Haw	(0.05% ABV)
Arcobrau (varieties)	(0.5% ABV)
Bernard	(0.5% ABV)
Bulmers 5 Fruit Cider	(0.5% ABV)
Bulmers Indian Summer Cider	(0.5% ABV)

Cheers (Light / Dark)	(0.5% ABV)
Clausthaler	(0.5% ABV)
Czech Lager Morrisons	(0.5% ABV)
Czech Pilsner Lager Sainsburys	(0.5% ABV)
English Cider Sainsburys	(0.5% ABV)
Erdinger Wheat Beer	(0.5% ABV)
Jever Fun	(0.5% ABV)
Jupiler	(0.5% ABV)
Krombacher Pilsner	(0.5% ABV)
Maisel's Weisse	(0.5% ABV)
Morrisons Low Alcohol Cider	(0.5% ABV)
O'Douls (& Amber)	(0.5% ABV)
Sagres	(0.5% ABV)
Schneider Weisse	(0.5% ABV)
St Omer Lager Shandy	(0.5% ABV)
Super Bock Lager / Stout	(0.5% ABV)
St Pauli NA	(0.5% ABV)
Veltins	(0.5% ABV)
Asda Smart-Price Lager	(2.0% ABV)
Carling Grapefruit	(2.0% ABV)
Fosters Radler	(2.0% ABV)
Becks Light	(2.2% ABV)
Asda French Lager	(2.6% ABV)
Bavaria Lager	(2.8% ABV)
Brewdog Nanny State	(2.8% ABV)

Cain's Calcutta Pale Ale	(2.8% ABV)
Carling C2	(2.8% ABV)
Carling Zest	(2.8% ABV)
Carlsberg Blackcurrant	(2.8% ABV)
Carlsberg Citrus	(2.8% ABV)
Fuller's Mighty Atom	(2.8% ABV)
Guinness Mid	(2.8% ABV)
Heracles Ale	(2.8% ABV)
Labatt's Blue	(2.8% ABV)
Marston's Pale Ale	(2.8% ABV)
Rolling Rock	(2.8% ABV)
Sweet Sussex Stout	(2.8% ABV)
Tennents Lemon T	(2.8% ABV)
Tolly English Ale	(2.8% ABV)

Wines

(No Alcohol 0%, Alcohol-free <0.05% & Reduced/Low 1.2 – 5.5% ABV)

Ariel (varieties)	(No-alcohol)
Bonne Nouvelle (varieties)	(No-alcohol)
Carl Jung (varieties)	(No-alcohol)
Echo Falls Sparkling Infusion	(No-alcohol)
Eisberg (varieties)	(No-alcohol)
Eminasin (varieties)	(No-alcohol)
Eminazero	(No-alcohol)
Sorelle (varieties)	(No-alcohol)

Sutter Home Zinfandel / Merlot	(No-alcohol)
Weinkonig (varieties)	(No-alcohol)
Chenin Blanc (Sparkling) (Tesco)	(Alcohol-free)
Ebony Vale (varieties) (Waitrose)	(Alcohol-free)
Pinotage Blush (Tesco)	(Alcohol-free)
Pink Muscat (Asda)	(Alcohol-free)
Red/White/Rose/Sparkling (Sainsburys)	(Alcohol-free)
Sparkling Muscat (M&S)	(Alcohol-free)
Carl Jung (varieties)	(0.2% ABV)
Natureo Torres	(0.5% ABV)
Sutter Home Zinfandel	(0.5% ABV)
Torres Natureo	(0.5% ABV)
Spritzini	(4.0% ABV)
Lambrini	(5.0% ABV)
Banrock Station Light	(5.5% ABV)
Beachcomber	(5.5% ABV)
Bella Bellina Moscato	(5.5% ABV)
Black Tower Red / Rose	(5.5% ABV)
Black Tower Skinny White	(5.5% ABV)
Encounter Bay	(5.5% ABV)
First Cape (varieties)	(5.5% ABV)
Gallo (varieties)	(5.5% ABV)
J.P. Chenet (Varieties)	(5.5% ABV)
Spritzini Zinfandel Rose	(5.5% ABV)

For further updates (online) information:

www.alcoholfree.co.uk/

www.lono.co.uk/