



SAIP statement in response to launch of Scottish Government's Alcohol Marketing Consultation

“Tackling the harmful consumption of alcohol in Scotland is a number one priority. We remain committed to the responsible marketing of brands and support the robust self-regulatory system currently in place to regulate alcohol marketing.

Recent research has shown that advertising does not drive consumption and there is no correlation with harm*. Advertising in Scotland is differentiating products in a mature, crowded market.

We welcome the opportunity to respond to the consultation and will engage constructively in the consultation process, but any additional restrictions introduced will be another significant burden for the industry to contend with in very uncertain times.”

Notes to editors

The Scottish Alcohol Industry Partnership (SAIP) is a partnership of alcoholic beverage producers and representatives of the on-trade and off-trade in Scotland which includes: Diageo, BII Scotland, National Association of Cidermakers, Molson Coors, TLT, Scottish Beer & Pub Association, Heineken, Bacardi, Pernod Ricard, The Scotch Whisky Association, Scottish Licensed Trade Association, Wine & Spirits Trade Association, Scottish Retail Consortium, Whyte & MacKay, Scottish Grocers' Federation and The Portman Group. It provides a platform for the alcohol industry to promote responsible drinking and contribute towards tackling harmful drinking.

* [Analysis of alcohol advertising and sponsorship marketing spend, alcohol consumption, and alcohol specific harms. Credos 2022](#)