

# Alcohol and Social Responsibility Policy

# Serving alcohol responsibly



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Mitchells & Butlers is the leading operator of restaurants and pubs in the UK. Our leading portfolio of brands includes Harvester, Toby Carvery, Vintage Inns, Miller & Carter, Stonehouse Pizza and Carvery, Sizzling Pubs, Browns, All Bar One, Nicholson's, O'Neill's and Ember Inns.

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We serve around 140 million meals and 430 million drinks each year and are one of the largest operators within the UK's £85 billion eating and drinking-out market. Our restaurants and pubs operate in hundreds of communities around the country.

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Mitchells & Butlers is dedicated to the responsible management and operation of its licensed premises and to working closely and constructively with the authorities to promote the licensing objectives. The Company does not operate any 24-hour licences.

STONEHOUSE  
PIZZA & CARVERY



SIZZLING  
PUB & GRILL

ALL BAR ONE



VINTAGE  
INNS



BAR & BRASSERIE  
BROWNS  
ESTABLISHED 1975

Harvester



## Policy highlights

- The Company is committed to the responsible retailing of alcohol and recognises that it is a fundamental part of what we do, every day
- We do not serve alcohol to anyone whom we believe to be intoxicated
- We do not serve customers whom we believe to be under 18 - nor to anyone whom we suspect of passing alcohol to under 18s
- If a customer looks under 21 or 25 (in Scotland) we will ask for a recognised form of ID
- We do not offer any incentives to our customers to drink irresponsibly and we abide by the mandatory conditions set out in the Licensing Act 2003 and Licensing (Scotland) Act 2005, regarding irresponsible promotions
- Our staff can easily access information about units of alcohol and alcohol by volume in order to provide that information to guests
- We value and encourage the partnerships our managers have with the police and their Local Authorities.

Mitchells  
& Butlers

Serving with pride, since 1898



# Operational Policy

Mitchells & Butlers is committed to operating all of its licensed premises responsibly, safely and within the law. We support the prime objectives of the Licensing Act (2003 England and Wales) and the Licensing (Scotland) Act 2005:

- Preventing crime and disorder
- Public safety
- Preventing public nuisance
- Protecting children from harm
- Protecting and improving public health (Scotland only)

Each of our premises has their own 'Licensing Information Folder' which houses both the Premises Licence and all Personal Licences and contains details of our company licensing procedures.

## Working in Partnership

We strongly support local 'Pubwatch' schemes and crime prevention initiatives and aim to participate fully in the drive to promote responsible drinking. It is Company policy for all managers to join and support a local 'Pubwatch' scheme if one exists. We also actively support our managers in participating in local "Best Bar None" schemes and are an official sponsor of Best Bar None, nationally.

"As a company, we are involved in several projects with the authorities,

including the Cross-sector Safety and Security Communications partnership (CSSC), Counter Terrorism awareness training and the promotion of non-alcoholic drink alternatives."

Mitchells & Butlers is also supportive of local initiatives including working closely with local authorities on specific schemes such as welfare and vulnerability training, participation in Business Improvement Districts around the country and involving our premises in community projects.



## Promoting Responsible Drinking

Mitchells & Butlers uses toughened glass widely and reviews usage on a regular basis. In some premises, polycarbonate is also used, for example, when we are arranging a special event.

Our standard spirit measure is a single 25ml.

Mitchells & Butlers is a major funder of the Drinkaware Trust. The Trust's aim is to promote responsible drinking by finding innovative ways to challenge the national drinking culture. In turn, this helps reduce alcohol misuse and minimise alcohol related harm. We use the Drinkaware logo widely on our drinks menus and brand websites.

# Prevention of Underage Drinking

We operate a Challenge 21 policy in England and Wales and a Challenge 25 policy across our businesses in Scotland. This means if a guest appears to be under 21 (or under 25 in Scotland) then we require proof that they are over 18, before alcohol will be sold. In these circumstances, our server will ask to see an acceptable form of proof of age ID. If a guest cannot provide this, they will be politely refused service and advised to return with the necessary ID.

In line with Home Office guidance, we accept five types of proof of age ID:

- International passport
- UK or European Union Country photo-card driving licence (full or provisional)
- Proof of age card with 'PASS' accredited hologram
- UK Military identification card (MOD form 90)

We electronically record instances where service has been refused as a result of a person being unable to provide acceptable ID to prove their age. We also operate an in-house test shopping scheme, in order to check use of the Challenge 21 or 25 policies by our servers.

As a matter of good practice, we do not serve alcohol to anyone under the age of 18, even though there are circumstances in the law which allow this. This is in order to ensure that we are doing all we can to prevent underage drinking and uphold our

licensing responsibilities. As part of our responsible retailing stance, we also do not allow the sale of alcohol-free beer/ lagers or ciders to people under the age of 18. This is primarily because these drinks are alcohol-free versions of an alcoholic product and look, and taste very similar to alcohol, therefore differing from a traditional soft drink.

In addition, operationally it is very difficult once the product has been served and decanted, for staff supervising the floor, to distinguish it from its alcoholic equivalent.







# Responsible Pricing and Promotions Policy

All of Mitchells & Butlers' promotions comply respectively with the mandatory conditions of the Licensing Act 2003 (England and Wales) or the Licensing (Scotland) Act 2005. In addition, we also operate a series of internal rules over and above the law to ensure our promotions remain responsible.

We want to make sure our guests are offered choice and value without inducements to drink to excess. We aim to offer guests real service and real value at fair, competitive prices. We also seek to encourage increasing numbers of guests to visit and return to Mitchells & Butlers restaurants and pubs, rather than to seek to encourage increased consumption by individual guests during any one visit.

All our company promotional material will avoid:

- Association with anti-social behaviour or violence
- Appealing particularly to under 18s
- Purchase by or sale to under 18s
- Association with illicit drugs
- Suggestion that alcohol can enhance mental or physical capabilities

Our additional rules include some of the below elements:

- The maximum serve of spirits in one glass is a double measure
- Any single full serve size alcoholic drink priced below £1.25 will require approval from a Divisional Director or Marketing Director
- 125ml glasses are available for all still wines which we sell by the glass
- A soft drink alternative is always offered as part of a drink promotion

As per our legal obligations, all drinks prices will comply with minimum pricing legislation for England, Wales and Scotland.





# Investment in training

Mitchells & Butlers is committed to educating, training and supporting its managers and team members so that they are able to carry out their duties under this policy and the law. We are recognised by the British Institute of Innkeeping (BII) as a leading provider of training and are a registered BII training centre for delivering in-house courses.

We have robust training practices in place to support our 46,000 team members and ensure we deliver confident and responsible service across our businesses. Our Challenge 21 and 25 policies are firmly embedded across our estate.

Each member of our retail team receives a comprehensive programme of training. This

includes understanding their legal responsibilities to not sell alcohol to under 18s, or those who have had too much to drink. For our teams in England & Wales, a 'Licensing Law – Your Responsibilities' eLearning module is completed as part of the induction training program and includes our Challenge 21 policy. For premises in Scotland, each new team member who will serve alcohol, receives the mandatory two hours licensing training which includes our Challenge 25 policy.

Mitchells & Butlers has produced a specialist training package to meet each of these requirements. In addition, due to the flexibility of our eLearning system we are able to create bespoke training courses if a business need arises.

As a matter of course, all employees, including our contracted Door Supervisors, are made aware of Mitchells & Butlers' legal and social obligations and of the need for proof of age.

In addition, stipulated six monthly refresher training sessions are completed for all servers of alcohol, to remind them of their licensing responsibilities. This is reinforced with a Licensing poster which has been specially produced for Team Members and displayed at each business to outline the legal requirements for serving alcohol and the licensing objectives. Regular updates are given at team meetings on articles about any licensing matters which the Company may communicate in its in-house

newsletter, security and licensing newsletter, brand newsletters, or through communication from line management.

Each year, around 1,000 team members complete either the BIIAB 'Award for Personal Licence Holders' or BIIAB 'Scottish Certificate for Personal Licence Holders' which are the recognised national qualifications in the licensed trade. This then enables Mitchells & Butlers to apply for a Personal Licence on their behalf.





# Creating the right environment

To support our management teams and provide a safe and secure environment for our guests and employees, some of our premises use the services of SIA licensed Door Supervisors. To ensure standards, we only contract to use security staff from our list of company approved suppliers.

We do not allow the use of electronic cigarettes in our premises. This is out of consideration for other guests and to avoid potential conflict arising from the distinction between these and real cigarettes.

All of our premises also have a CCTV system installed, for the purposes of crime prevention and public safety.

Mitchells & Butlers has a dedicated Security & Licensing Team who support and advise our operational teams, to ensure we continue to operate our businesses safely and legally.

**STONEHOUSE**  
PIZZA & CARVERY

**NICHOLSON'S**  
EST. 1873



**SIZZLING**  
PUB & GRILL

**ALL BAR ONE**

**MILLER & CARTER**  
STEAKHOUSE

**EMBER INNS**

**VINTAGE**  
INNS



BAR & BRASSERIE  
**BROWNS**  
ESTABLISHED 1875

**Harvester**



**Mitchells & Butlers**  
Serving with pride, since 1898





*Viña Falernia  
Pedro Ximénez*  
CHILE



*One Chain  
Chardonnay*  
AUSTRALIA



*Mosketto  
Frizzante*



*Little Yering  
Shiraz Viognier*  
AUSTRALIA



*Tucumén  
Cabernet Sauvignon*  
ARGENTINA



*The  
Pinot*