

Irresponsible Drinks Promotions

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- (1) An irresponsible drinks promotion must not be carried on in or in connection with the premises.
- (2) Subject to sub-paragraph (3), a drinks promotion is irresponsible if it –
 - (a) Relates specifically to an alcoholic drink likely to appeal largely to persons under the age of 18
 - (b) Involves the supply of an alcoholic drink free of charge or at a reduced price on the purchase of one or more drinks (whether or not alcoholic drinks),
 - (c) Involved the supply free of charge or at a reduced price of one or more extra measures of an alcoholic drink on the purchase of one or more measures of the drink,
 - (d) Involves the supply of unlimited amounts of alcohol for a fixed charge (including any charge for entry to the premises),
 - (e) Encourages, or seeks to encourage, a person to buy or consume a large measure of alcohol than the person had otherwise intended to buy or consume,
 - (f) Is based on the strength of any alcohol,
 - (g) Rewards or encourages, or seeks to reward or encourage, drinking alcohol quickly, or
 - (h) Offers alcohol as a reward or prize, unless the alcohol is in a sealed container and consumed off the premises.
- (3) Paragraphs (b) to (d) of sub-paragraph (2) apply only to a drinks promotion carried on in relation to alcohol sold for consumption on the premises.
- (4) The Scottish Ministers may by regulations modify sub-paragraph (2) or (3) so as to –
 - (a) Add further descriptions of drinks promotions,
 - (b) Modify any of the descriptions of drinks promotions for the time being listed in it, or
 - (c) Extend or restrict the application of any of those descriptions of drinks promotions.
- (5) In this paragraph “drinks promotion” means, in relation to any premises, any activity which promotes, or seeks to promote, the buying or consumption of any alcohol on the premises.