

HOW TO MAKE 125ML AVAILABLE HERE



BACKGROUND

The 125ml wine measure campaign is a voluntary initiative which aims to increase consumer choice and promote responsible drinking in Scotland by encouraging outlets to make the 125ml measure of wine more widely available to customers in pubs, bars, clubs, hotels and restaurants across Scotland.

Support the 125ml wine measure campaign now and demonstrate your business' support for promoting and improving public health by giving your customers greater choice.

WHO?

The voluntary 125ml wine measure campaign is being driven by the Scottish Government Alcohol Industry Partnership (SGAIP) – a partnership between the Scottish Government and leading alcohol producers and their trade associations - that aims to deliver joint initiatives to promote responsible drinking and tackle alcohol related harm in Scotland. [SGAIP logo at side?]

WHY?

Some customers are looking for ways to moderate their drinking, but options when socialising are sometimes limited. By encouraging on-trade outlets across Scotland to support the measure campaign, we hope to see a significant increase in the 125ml measure of wine being made available to customers in pubs, bars, clubs, hotels and restaurants. This initiative will help enhance consumer choice as well as promoting and improving public health.

**“ 125MLWINE.ORG
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”**

HOW?

Your business can support the campaign by:

- Making available a 125ml measure for wine in your outlet;
- Pricing the 125ml option on your menus where possible;
- Displaying materials promoting the 125ml measure for wine;
- Ensuring your staff know the additional 125ml wine measure is now available to customers.

“ SOME CUSTOMERS ARE LOOKING FOR WAYS TO MODERATE THEIR DRINKING, BUT OPTIONS WHEN SOCIALISING ARE SOMETIMES LIMITED. ”

The Society of Chief Officers of Trading Standards in Scotland (SCOTSS) have said that ideally when serving customers 125ml measures of wine that operators should either:

- **Use a correctly marked 125ml glass, or;**
- **Use a stamped 125ml measure or optic to pour into unmarked glasses of other sizes.**

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Artwork and materials are available from the campaign website at 125mlwine.org

If you need to contact the 125ml wine measure campaign please email: alcoholenquiries@scotland.gsi.gov.uk

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