



The Scottish Government  
Alcohol Industry Partnership

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for the facts



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. The campaign aims to promote and improve public health by giving customers greater choice.

# 125ML AVAILABLE HERE

