



Dear Licensee,

**Subject: 125ml wine measure**

Please find more information below about how you can support the campaign to encourage on-trade outlets across the country to make a 125ml measure of wine more available to customers.

We know that customers are increasingly looking for ways to moderate their drinking but options in bars and pubs can sometimes be limited to larger 175ml or 250ml measures.

With your support, this initiative will help enhance customer choice in the trade and help you to show tangible support for the Licensing Act's objective to promote and improve public health.

How can you support?

- Make a 125ml measure of wine available in your outlet;
- Include the 125ml option with price on your menus where relevant;
- Display the POS materials, enclosed with this edition of SLTN news, to promote the 125ml measure;
- Ensure your staff are aware of the additional measure now available to customers.

The campaign is being driven by the Scottish Government Alcohol Industry Partnership – a partnership between Scottish Government and leading alcohol producers and their trade associations that aims to deliver joint initiatives to tackle alcohol related harm and promote responsible drinking in Scotland.

If you would like more information or want to download additional POS materials, please visit [www.125mlwine.org](http://www.125mlwine.org)

Thank you in advance for your support.



**drinkaware.co.uk**  
for the facts

**125ML**  
**WINE**  **.ORG**