

# SMALL, MEDIUM AND LARGE MEASURES OF WINE AVAILABLE



**125ML**



**175ML**



**250ML**



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for the facts

[125ML  
WINE.ORG](http://125MLWINE.ORG)





**The 125ml wine measure campaign is a voluntary initiative which aims to tackle alcohol related harm 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.**

#### **WHY?**

Some customers are looking for ways to moderate their drinking, but options when socialising are sometimes limited. By encouraging on-trade outlets across the 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**.

**AVAILABLE HERE**  
**125ML**

#### **WHO?**

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

#### **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.

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



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