



The
NATIONAL
ASSOCIATION
of
CIDER MAKERS

Mr. David Poley
Chief Executive,
The Portman Group,
7-10 Chandos Street
Cavendish Square
London
W1G 9DQ

05 January 2007

Dear David,

**NACM RESPONSE TO THE PORTMAN GROUP CONSULTATION ON ITS
CODE OF PRACTICE**

The NACM agrees that regular reviews of the Portman Code are essential to ensure that the code is relevant to the issues facing the current marketing of alcohol. These will ensure that the code only;

1. Requires small updates, rather than major changes to it;
2. Is currently providing a good level of guidance;
3. Has a commitment from both manufacturers and retailers;
4. And ensuring that members agree to the spirit of the code as well as the letter, avoids the necessity for additional detail.

The NACM supports regular reviews of sections of the code to reflect the changing needs of the alcohol industry rather than complete revisions of all sections.

Issues for Review

Question 1: Rapid drinking.

The Cider industry is not affected by this and the NACM will align with other alcohol trade bodies.

Question 2: Website age verification pages (AVP)

- ↓ Q2a? Yes. UK alcohol websites should only be accessed through an AVP
- ↓ Q2b - No? Although minimum requirements should be stated
- ↓ Q2c - Yes? To cover multiple users

Question 3: Sexual success.

- ↓ Q3? Yes, this is considered adequate

Secretary:
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Question 4. Replica kit in children's sizes.

- ↓ Q4? Yes. (Existing contracts should be able to conclude before the change is mandatory)

Question 5. Surrogate marketing.

- ↓ Q5. Current rules are sufficient

Detailed rules for particular media/activities.

The code covers an adequate level. There is a high level of understanding of the code and members commit to the spirit ensuring that further detail is not required. Focus on the major issues is important and as the market place changes further reviews should be considered, but at present is sufficient.

*Kind regards,
Your sincere*

R D Price
Secretary

RD