



Isle of Man Office of Fair Trading

Summary of Responses to the Initial Consultation on Proposals for Changes to the Legal Quantities for Sales of Intoxicating Liquor

January 2013

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1. Introduction

The initial consultation by the Isle of Man Office of Fair Trading ('the OFT') on proposals for changes to the legal quantities for sales of intoxicating liquor ran from 9th November 2012 until 4th January 2013 inclusive.

A copy of the consultation paper can be found at **Appendix A**.

The purposes of the consultation were:-

- to make interested parties aware of a number of proposals put forward by the OFT for changes to the legal quantities for sales of intoxicating liquor;
- to make interested parties aware of the current situation both in the Island and in the UK; and
- to seek the views of interested parties on the proposals.

The consultation paper was issued to the direct consultees listed on page 17 of this document and made available on the 'Consultations' section of the Isle of Man Government's website. In addition, a media release was issued inviting comments.

A list of respondents is included at **Appendix B**. The OFT welcomed the responses and will consider each comment made.

2. Overview

Thirty seven responses to the consultation were received and the OFT thanks all respondents for their comments. Thirteen responses were treated as confidential as directed by the respondents. Three respondents did not make any comments.

Twenty eight of the responses were submitted using an online survey.

The responses have been summarised at **Appendix C**.

This document is available on the OFT's website at:

<http://www.gov.im/oft/consultations.gov?menuid=16918&type=closed>

3. Next Steps

Following the consultation, the OFT will consider if there is any need to draft secondary legislation taking into account the comments received. A further consultation will be undertaken once any secondary legislation has been drafted.



Isle of Man Office of Fair Trading

Proposals for Changes to the Legal Quantities for Sales of Intoxicating Liquor

Initial Consultation Paper

November 2012

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1. Introduction and Purpose

It is apparent from correspondence that the trade would like changes to be made to the legal quantities for sales of intoxicating liquor. These are driven in part by concerns about the continued availability of 1/5 gill spirit measuring instruments (commonly referred to as 'optics') and 1/5 gill capacity measures (commonly referred to as 'thimble' measures) and also in part by the need to promote sensible drinking and events such as wine tastings and beer festivals. Whether or not any such changes would be supported by consumers is open to debate and so there is a case for undertaking this initial public consultation before any changes are considered.

The purposes of this consultation paper are:-

- to make interested parties aware of a number of proposals put forward by the Isle of Man Office of Fair Trading ('the OFT') for changes to the legal quantities for sales of intoxicating liquor;
- to make interested parties aware of the current situation both in the Island and in the UK; and
- to seek the views of interested parties on the proposals.

The questions in bold within the 'Proposals and Questions' section are intended to prompt debate and are by no means exhaustive. Respondents may wish to quote the numbers of the questions, i.e. 1, 2, etc., in their responses but there is no requirement for responses to be so specific. The OFT will welcome both specific and wide-ranging responses. There is also no requirement for responses to be limited to the content of this paper as long as they address the main subject matter, i.e. the legal quantities for sales of intoxicating liquor.

The OFT will consult further and in more detail once any secondary legislation necessary to make changes to the legal quantities for sales of intoxicating liquor has been drafted.

2. Background

The OFT has received a number of letters on the subject of legal quantities for sales of intoxicating liquor from different sectors of the trade separately:-

- proposing the introduction of 2/3 pint as a legal quantity for sales of beer and 75 ml as a legal quantity for sales of wine;
- expressing concern about the continued availability of 1/5 gill spirit measuring instruments and proposing that consideration be given to the introduction of a metric quantity as a legal quantity for sales of spirits to replace 1/5 gill;
- expressing concern about the continued availability of 1/5 gill spirit measuring instruments and 1/5 gill capacity measures and seeking advice on the feasibility of introducing a new legal quantity for sales of spirits to replace 1/5 gill; and
- proposing the introduction of 1/4 pint as a legal quantity for sales of beer.

Legal quantities for sales of intoxicating liquor in the Island are prescribed by the Weights and Measures (Intoxicating Liquor) Order 2001 ('the 2001 Order'), which came into force on 1st July 2001.

The relevant requirements of the 2001 Order, i.e. those which are specifically addressed in this paper, can be summarised:-

- The 2001 Order specifies that draught beer or cider (both referred to as 'beer' from now on) sold by retail for consumption on the premises at which it is sold, e.g. in a public house or a restaurant, shall only be sold in a quantity of 1/3 pint, 1/2 pint or a multiple of 1/2 pint and only in a capacity measure, e.g. a glass, of the quantity in question. Most draught beer is sold in quantities of 1/2 pint and 1 pint but it could also be sold in quantities of a quart (equivalent to two pints) or 1/3 pint.

- The 2001 Order specifies that gin, rum, vodka, whisky and brandy sold by retail for consumption on the premises at which it is sold shall only be sold in quantities of one fluid ounce (equivalent to 1/5 gill) or multiples thereof.
- The 2001 Order specifies that when sold in the glass or other vessel from which it is intended to be drunk, wine for consumption on the premises at which it is sold shall be sold only in, or in a multiple of, the following quantities, that is to say, 125 ml and 175 ml.

In the UK, the equivalent prescribed legal quantities are:-

- For sales of beer: 1/3 pint, 1/2 pint, 2/3 pint or a multiple of 1/2 pint. (Note that 1/4 pint is not a prescribed legal quantity in either the UK or the Island.)
- For sales of spirits: 25 ml or 35 ml or multiples of either of those quantities. (Note that 1/5 gill is equivalent to 28.4 ml.)
- For sales of wine: 125 ml and 175 ml or multiples of either of those quantities with the exception of fortified wines and other wines in quantities of less than 75 ml. Fortified wines shall only be sold in quantities of 50 ml or 70 ml or multiples of either of those quantities.

An order amending or replacing the 2001 Order would be required to introduce the new legal quantities for sales of intoxicating liquor proposed in the letters from the trade.

In addition, and as a consequence, Schedule 2 of the Weights and Measures Act 1989 would have to be amended by order, other existing secondary legislation may have to be amended or replaced and new secondary legislation may have to be introduced.

Having considered the content of the letters from the trade and after monitoring developments in the UK, the OFT is now putting forward a number of proposals which are outlined in the next section.

3. Proposals and Questions

It is proposed that draught beer sold by retail for consumption on the premises at which it is sold, e.g. in a public house or a restaurant, shall only be sold in a quantity of 1/4 pint, 1/3 pint, 1/2 pint, 2/3 pint or a multiple of 1/2 pint and only in a capacity measure, e.g. a glass, of the quantity in question.

The proposed introduction of two new legal quantities, i.e. 1/4 pint and 2/3 pint, would promote sensible drinking and facilitate beer festivals.

There may be a problem with the proposed introduction of 1/4 pint as a new legal quantity as this is not a prescribed legal quantity in the UK and, as a consequence, 1/4 pint capacity measures may not be easy to source. On this basis, there is perhaps a case for deregulating sales of beer in quantities of less than say 1/3 pint. This would facilitate beer festivals as draught beer could legally be sold in any quantity of less than 1/3 pint.

Questions:

1. Is there any need to introduce either of the proposed two new legal quantities, i.e. 1/4 pint and 2/3 pint, given the fact that beer can already be sold in quantities of 1/3 pint and 1/2 pint?

2. Is there a case for deregulating sales of draught beer in quantities of less than say 1/3 pint?

It is proposed that gin, rum, vodka, whisky and brandy sold by retail for consumption on the premises at which it is sold shall only be sold in quantities of 25ml or 35 ml or multiples of either of those quantities.

There are obviously concerns about the continued availability of 1/5 gill spirit measuring instruments and 1/5 gill capacity measures. If the status quo is retained, these will become expensive (as special production items) or may even become

unavailable. Adopting the proposed new legal quantities would mean that spirit measuring instruments and capacity measures would be readily available as these are also the legal quantities in the UK.

Questions:

3. Given the concerns about the continued availability of 1/5 gill spirit measuring instruments and 1/5 gill capacity measures, is there any valid reason for maintaining the status quo?

4. Given that the current legal quantity of 1/5 gill is equivalent to 28.4 ml, which is nearer to 25 ml than 35 ml, should the Island adopt just the 25ml measure?

It is proposed that, when sold in the glass or other vessel from which it is intended to be drunk, wine for consumption on the premises at which it is sold shall be sold only in, or in a multiple of, the following quantities, that is to say, 125 ml and 175 ml with the exception of fortified wines and other wines in quantities of less than 75 ml.

It is further proposed that fortified wines shall only be sold in quantities of 50 ml or 70 ml or multiples of either of those quantities.

Deregulating sales of wines (other than fortified wines) in quantities of less than 75 ml would facilitate wine tastings as wine could legally be sold in the glass in any quantity of less than 75 ml.

Questions:

5. Is there a case for deregulating sales of wines (other than fortified wines) in the glass in quantities of less than 75 ml?

It is proposed that the possibility of deregulating sales of pre-packed intoxicating liquor should be looked at closely.

The 2001 Order prescribes a range of quantities in which intoxicating liquor may be pre-packed, which means made up in advance ready for sale in a securely closed container, e.g. a bottle or a wine box. For instance, when you buy a bottle or a box of wine in a supermarket the wine will be in a prescribed quantity.

Deregulating sales of pre-packed intoxicating liquor would mean, for example, that wine could legally be sold in a bottle or a box in any quantity as long as the bottle or box was marked with an indication of the nominal quantity.

Question:

6. Is there a case for deregulating sales of pre-packed intoxicating liquor as long as the container is marked with an indication of the nominal quantity?

4. Consultation Process

The OFT would welcome any comments you wish to make on the proposals for changes to the legal quantities for sales of intoxicating liquor.

Electronic copies of the consultation document and a link to an online survey are available on the OFT's website at <http://www.gov.im/oft/consultations.gov>.

Additional copies of the consultation document can be obtained from the OFT by telephoning (01624) 686526.

Comments should be submitted no later than 5 pm on Friday 4th January 2013 by using the online survey link or in writing by post, fax or email to:

Chief Inspector of Trading Standards
Isle of Man Office of Fair Trading
Government Building
Lord Street
Douglas
Isle of Man
IM1 1LE

Tel: (01624) 686526

Fax: (01624) 686504

Email: iomfairtrading@gov.im

When submitting your comments please indicate if you are responding on behalf of an organisation. A list of direct consultees can be found at Appendix 1 to this document. If there is anyone not on the list who you think should be consulted please contact the Chief Inspector of Trading Standards.

To ensure that the process is open and honest and in line with the Government's Code of Conduct on Consultation, responses can only be accepted if you provide

your name with your response. Any abusive or offensive responses will be disregarded.

Unless specifically requested otherwise, any responses received may be published either in part or in their entirety. **Please mark your response clearly if you want it to remain confidential.** Confidential responses will be included in any statistical summary, e.g. in the number of responses received.

Further information on the Code of Conduct on Consultation can be found at Appendix 2 to this document.

A summary of responses will be published within three months of the closing date for this consultation and will be made available on the OFT's website at <http://www.gov.im/ofc/consultations.gov> or by contacting the Chief Inspector of Trading Standards.

The purpose of this consultation is to gather information, views and evidence to enable informed decisions on the proposals to be made. It is not a referendum and the responses received do not guarantee changes will be made to what has been proposed.

Appendix 1

List of Direct Consultees

- Tynwald Members
- Attorney General
- Local Authorities
- Chief Officers of Government Departments, Boards and Offices
- Isle of Man Chamber of Commerce
- Isle of Man Law Society
- Isle of Man TUC
- Isle of Man Licensing Forum
- Licensing Court
- Isle of Man Licensed Victuallers Association
- Bushy's Limited
- Heron and Brearley Limited
- Apple Orphanage Company Limited
- Doghouse Brewery Limited
- Isle of Man CAMRA
- Castletown Ale Drinkers Society
- WDS Limited
- D L Gelling (Wholesale)
- Caterquip
- Chemical Services (Manx) Limited

Appendix 2

Code of Practice on Consultation

This consultation follows the Government's Code of Practice on Consultation which has six criteria:-

1. Consult widely throughout the process, allowing a minimum of six weeks for a minimum of one written consultation at least once during the development of the legislation or policy.
2. Be clear about what your proposals are, who may be affected, what questions are being asked and the timescale for responses.
3. Ensure your consultation is clear, concise and widely accessible.
4. Give feedback regarding the responses received and how the consultation process influenced the policy.
5. Monitor your Department's effectiveness at consultation.
6. Ensure your consultation follows best practice, including carrying out an Impact Assessment if appropriate.

The full Code of Practice on Consultation is available on the Government's website at http://www.gov.im/lib/docs/cso/consultations/code_of_practice_on_consultation_200.pdf.

Appendix 3

Existing Primary and Secondary Legislation

➤ **Primary Legislation**

Weights and Measures Act 1989

➤ **Secondary Legislation**

Ref No		Title
SD	164 01	Weights and Measures (Intoxicating Liquor) Order 2001

Copies of the above legislation may be obtained from the Tynwald Library (Tel: (01624) 685520, Email: library@tynwald.org.im).

Appendix B

List of Respondents

- Department of Community, Culture and Leisure
- Apple Orphanage Company Limited
- Mr R Gimbert
- Mr J Holden
- Mr C Vickers
- Mr K Turton
- Mr R Crane
- Mr J McDonough
- Mr P Broadhurst
- Mr J Kermod
- Mr L Miller
- Mr M Josem
- Ms C Wrench
- Mr R Fenner
- Mr J Bassett
- Mr A Downie MLC
- Isle of Man CAMRA
- Isle of Man Licensed Victuallers Association
- Chief Registrar for General Registry
- Patrick Parish Commissioners
- Peel Town Commissioners
- Marown Parish Commissioners*
- Ramsey Town Commissioners*
- Department of Infrastructure*
- 13 respondents who wanted their responses to remain confidential

*No comments made

Summary of Responses

The OFT will consider all the general comments made and specific answers given by the respondents.

As far as possible the respondents' own words have been extracted directly from the responses, however, obvious typing and grammatical errors may have been corrected to ensure that comments and answers are clear.

1. Is there any need to introduce either of the proposed two new legal quantities, i.e. 1/4 pint and 2/3 pint, given the fact that beer can already be sold in quantities of 1/3 pint and 1/2 pint?

Yes	4
No	25
Don't know	4

Comments:-

- *"Make the availability of 1/3 pint more publicly known, and ensure licensed premises can provide them." (Mr J McDonough)*
- *"More rules and regulations on an already over regulated Island." (Mr L Miller)*
- *"I think that it would be beneficial for those trying beers in festivals and some may prefer smaller measures, maybe deregulation below 1/3 would make it easier to administer, but I would like to ensure that the price reflects the quantity." (Mr R Gimbert)*
- *"This will just be used by the main Island brewery to add increased charges and further destroy the Island's pubs." (Mr R Crane)*
- *"It should not matter what is legal in the UK as the Isle of Man is not part of the UK. We have our own laws. I would rather my tax money was spent on more important things than this idiocy." (Mr C Vickers)*

- *“The Government should totally deregulate glass sizes, and let consumers and businesses choose their own glass sizes. If a consumer wants to buy a lesser (or greater) amount of drink, they should be allowed to. Similarly, if businesses want to sell a smaller (or larger) drink, they should be allowed to.”*
(Mr M Josem)
- *“At the moment, draught beer is generally sold in half pints and pints. However, as these are not lined glasses the amount of beer one generally gets is roughly 1/4 litre or 1/2 litre, in line with Europe. This is a handy thing to know, as it makes it easy to calculate the number of units of alcohol you are consuming.”*
(Mr P Broadhurst)
- *“I would not support any change that would make it easier to hold beer festivals, as I’m in favour of the continuing push for making alcohol consumption less socially acceptable, not more.”*
(Mr J Holden)
- *“I’m in favour of continuous review of alcohol policy such as currently directed by the drug and alcohol team and restricting alcohol sales as much as is socially acceptable.”*
(Mr J Holden)
- *“I would hope any decision on proposed changes would take into account the bigger picture of long term government policy to crack down on alcohol related issues. The general public should not receive mixed messages from government.”*
(Mr J Holden)
- *“I can see no benefit in introducing the proposed two legal quantities, as beer can already be sold in quantities of 1/3 of a pint why not simply allow it to be sold in multiples of 1/3? This would have the benefit of simplicity and sit alongside the ability to sell beer in multiples of 1/2 pint. Would this not be a good opportunity to bring the sale of beer in line with that of wine (and if the proposals go ahead, spirits) and move towards metric measures for the sale of all alcohol? This might provide more flexibility in terms of the quantities that can legally be sold, for example, measures such as 125 ml and 175 ml for the sale of beer as well as wine.”*
(Chief Registrar for General Registry)
- *“The Commissioners see little point in the smaller quantities for beers (Who would purchase a quarter pint and how would it be measured?).”*
(Patrick Parish Commissioners)

- *“We see no need to introduce additional legal measures for the service of beers, lagers and ciders on draught. In practice they are sold in only 2 unit measures, those being 1/2 pint and full pint. The 1/3 pint measure is not used in premises on the Island. Any additional measures introduced would entail the purchase of suitable size vessels for service of any new measure.”*
(Isle of Man Licensed Victuallers Association)
- *“CAMRA accepts the need for controls on the sale of alcohol and for prescribed measures to be in place to prevent the harmful effects of over indulgence. At CAMRA beer festivals the measures of 1/3 pint, 1/2 pint and a full pint are used and these allow consumers to enjoy a range of beer without over indulging.”* **(Isle of Man CAMRA)**
- *The proposals suggest the introduction of measures under 1/3 of a pint (i.e. 1/4 pint) will help beer festivals, this is not the case. It would be impractical for volunteers at a beer festival to provide exact measures less than 1/3 pint. If the volunteer is unable to determine the amount in the glass, then they will not be able to determine how much to charge, this will cause disagreement between the consumer and the volunteer.”* **(Isle of Man CAMRA)**
- *“The Office of Fair Trading must ensure that any proposals do not carry increased risk of the consumer being given a short measure while at a beer festival or in a community pub.”* **(Isle of Man CAMRA)**
- *“It would be unlikely that CAMRA would recognise and use the (1/4 pint) measure at our beer festivals.”* **(Isle of Man CAMRA)**
- *“It is common practice at CAMRA beer festivals to allow the consumer a sip of a particular beer without charge before the purchase is made. This allows the consumer to taste the beer and negates the need to provide a smaller ‘tasting’ measure.”* **(Isle of Man CAMRA)**
- *“The proposal highlights that 1/4 pint measures are not easy to source, either as marked or ‘to the rim’ glassware, this is because 1/4 pint is not a prescribed measure in the UK. This makes it unlikely that licensees will invest the capital needed to acquire them or publicise the new measure.”* **(Isle of Man CAMRA)**

- *“The variation of measures may cause confusion in consumers if they are only taken up by a portion of the on-trade. The proposals will limit consumer ability to compare prices in competing pubs. This will prevent the consumer from assessing which pub offers the best value for money, undermining price competition.” (Isle of Man CAMRA)*
- *“In conclusion, while CAMRA supports an increase in consumer choice, CAMRA is unconvinced that the introduction of these new measures is in the interest of the consumer. Introduction of the new measures will cause confusion for consumers and for those who work in licensed premises. We hope that the Office of Fair Trading will not put these proposals into action.” (Isle of Man CAMRA)*

2. Is there a case for deregulating sales of draught beer in quantities of less than say 1/3 pint?

Yes	8
No	17
Don't know	4

Comments:-

- *“Deregulation below 1/3 would make it easier to administer, but I would like to ensure that the price reflects the quantity.” (Mr R Gimbert)*
- *“I would assume that beer festivals would still additionally require the ability to sell quantities larger than 1/3 pint (especially as this is standard across the UK festivals where many, if not most, people will be visiting from and expecting a similar system to be in place). Festivals would therefore still require a licence – perhaps a more comprehensive solution would be to amend the licensing legislation to facilitate festivals and the general growth of the Island's drinks manufacturing industry?” (Apple Orphanage Company Limited)*

- *“The only time this would be used is in such examples as beer festivals and special events and the costs of these smaller measures should be met by any admission charge etc.” (Mr R Crane)*
- *“It should not matter what is legal in the UK as the Isle of Man is not part of the UK. We have our own laws. I would rather my tax money was spent on more important things than this idiocy.” (Mr C Vickers)*
- *“The IOM Government’s oppressive rules on regulating drink sizes are offensive to the freedom of individuals to control their own drinking as they wish. Deregulating small glasses does not go far enough.” (Mr M Josem)*
- *“With regard to beer festivals, 1/2 pint and 1/3 pints are fine. 1/4 pint is not enough to have a proper taste and may encourage people to have a second one, consequently drinking more.” (Mr P Broadhurst)*
- *“I would oppose the deregulation of the sale of alcohol in any quantity and fail to see how such deregulation would facilitate beer festivals as buyers would not necessarily be aware of the quantity of alcohol purchased (and consumed) except that it was less than a 1/3 of a pint in respect of each glass purchased. There would also be issues in respect of the regulation of the cost per unit and enforcement.” (Chief Registrar for General Registry)*
- *“We see no need to deregulate sales of draught beers in quantities less than 1/3 pint as this is not normal practice.” (Isle of Man Licensed Victuallers Association)*

3. Given the concerns about the continued availability of 1/5 gill spirit measuring instruments and 1/5 gill capacity measures, is there any valid reason for maintaining the status quo?

Yes	12
No	16
Don't know	3

Comments:-

- *"The existing units should remain whilst equipment is available."
(Department of Community, Culture and Leisure)*
- *"The cost of replacement measures as a reason for change is bizarre, this would only mean that the costs would stay the same and the measures would reduce. There is no benefit to the consumer with this change." (Mr R Gimbert)*
- *"Sadly, the most cost-effective method is to go with the new equipment as the old measures become more & more difficult to obtain. However, I am increasingly dismayed at the slow 'metrification' of our measurements across the Island. Distances are now measured in metres, rainfall is given in mm. We are still a country that uses the IMPERIAL measurements!" (Mr R Crane)*
- *"It should not matter what is legal in the UK as the Isle of Man is not part of the UK. We have our own laws. I would rather my tax money was spent on more important things than this idiocy." (Mr C Vickers)*
- *"The Government should allow consumers to buy drinks at their own desired size. If someone wants to purchase 30 ml drinks, or 35 ml drinks or 40 ml drinks, that is a matter purely between them and the retailer." (Mr M Josem)*
- *"25 ml as in Europe is the best bet. Makes it easy to keep a track of the number of alcohol units you are drinking." (Mr P Broadhurst)*
- *"I answer no because government should not be aiming to make it any easier for businesses who possess alcohol licences of any kind to make profits through the sale of alcohol. To do so would contradict the introduction of the alcohol price escalator and IOM government's over-arching policy of investing a lot of resources into cracking down on alcohol related issues." (Mr J Holden)*
- *"I can see no benefit to maintaining the status quo in respect of the gill measurement. I suspect that many younger drinkers, if asked, would have no idea how much a gill was, conversion to a metric measurement would allow consumers to more easily regulate their consumption (it being much easier to calculate in multiples of 25 ml than in quantities of a gill), it would*

also be much easier to provide consumers with 'safe' drinking advice." (Chief Registrar for General Registry)

- *"We would strongly recommend maintaining the current measure for spirit service at the 1/5 gill for as long as measuring equipment is available." (Isle of Man Licensed Victuallers Association)*
- *We feel that the status quo should be maintained in licensed premises given that this will assist in controlling the amount of alcohol consumed outside the home." (Isle of Man Licensed Victuallers Association)*

4. Given that the current legal quantity of 1/5 gill is equivalent to 28.4 ml, which is nearer to 25 ml then 35 ml, should the Island adopt just the 25 ml measure?

Yes	11
No	18
Don't know	2

Comments:-

- *"Replacement should be of 25 ml volume." (Department of Community, Culture and Leisure)*
- *"The costs would stay the same and the measures would reduce. There is no benefit to the consumer with this change." (Mr R Gimbert)*
- *"The problem here is that the price will inevitably not reflect the lower quantity and just be used as yet another increase in price." (Mr R Crane)*
- *"It should not matter what is legal in the UK as the Isle of Man is not part of the UK. We have our own laws. I would rather my tax money was spent on more important things than this idiocy. In the case of spirits, I am sure that should the measure quantity decrease the price charged will remain the same meaning the customer loses out." (Mr C Vickers)*
- *"The Government should allow consumers to buy drinks at their own desired size. If someone wants to purchase 30 ml drinks, or 35 ml drinks or 40 ml*

drinks, that is a matter purely between them and the retailer.” (Mr M Josem)

- *“Yes. Makes it easy to keep a track of the number of alcohol units you are drinking.” (Mr P Broadhurst)*
- *“I see no merit in a 35 ml quantity, to introduce such a measure would only bring confusion to what would otherwise be a simplification of the measures in which alcohol can be sold. It would also require the purchase of 35 ml measures or optics. Spirits could, if it was deemed necessary, be sold in multiples of 25 ml.” (Chief Registrar for General Registry)*
- *“We would strongly recommend maintaining the current measure for spirit service at the 1/5 gill for as long as measuring equipment is available. We consider that after that time there should be only one measure and preferably that of 25 ml which would further encourage sensible consumption of alcohol. The greater 35 ml would increase a single measure by 25 % to that currently being served and thus encourage greater consumption of alcohol. We are aware that both 25 ml and 35 ml are legal in the UK, premises having ability to choose which they use, but we feel this should not be encouraged.” (Isle of Man Licensed Victuallers Association)*

5. Is there a case for deregulating sales of wines (other than fortified wines) in the glass in quantities of less than 75 ml?

Yes	11
No	17
Don't know	2

Comments:-

- *“Wine tastings etc. could charge a one-off entrance fee to cover the costs. There's no need for further legislation.” (Mr J McDonough)*
- *“I would like to ensure that the price reflects the quantity.” (Mr R Gimbert)*
- *“Anything consumed at wine or beer tastings should be covered by an admission cost.” (Mr R Crane)*

- *“The Government should allow consumers to buy drinks at their own desired size. If someone wants to purchase 30 ml drinks, or 35 ml drinks or 40 ml drinks, that is a matter purely between them and the retailer.” (Mr M Josem)*
- *“No. At wine tastings, the idea is to sell you whole bottles or cases based on a small taste of approximately 25 ml. These should be free, because if the product is good enough the wine tasting will pay for itself. If not it won't. If vintners start to sell 'tastes' of wine at wine tastings, it will kill wine tastings. As these small tastes should be free, no regulation is required.” (Mr P Broadhurst)*
- *“Wine is far too socially acceptable currently and blurs the perceptions of the general public on the risks of alcohol.” (Mr J Holden)*
- *“I'm not in favour of anything that would make it easier to hold wine tastings, as this would result in the reinforcement of the social acceptance of wine.” (Mr J Holden)*
- *“Note that the alcohol licence holders are those who are making the proposals for changes because each change they hope will bring greater trade to their respective businesses. They have little concern for promoting 'responsible drinking' (a term that gives rise to public opinion that moderate consumption of the drug is ok) and without a doubt they have less concern for promoting abstinence from alcohol.” (Mr J Holden)*
- *“I would oppose the deregulation of wine in any quantity. If it is proposed to introduce a 50 ml measure for the sale of fortified wine could that measure also be used for the sale of wine, particularly at wine drinking festivals? This would allow the consumer and retailer to regulate the quantity of wine sold and consumed.” (Chief Registrar for General Registry)*
- *The proposal for fortified wines is agreed with for service in units of 50 ml or multiples thereof. We feel no need to deregulate lower measures of wines to facilitate wine tastings as we feel that less than 75 ml would not be served.” (Isle of Man Licensed Victuallers Association)*

6. Is there a case for deregulating sales of pre-packed intoxicating liquor as long as the container is marked with an indication of the nominal quantity?

Yes	13
No	16
Don't know	0

Comments:-

- *"Would bring it into the reach of more people, particularly youngsters who may ask others to buy it for them." (Mr J McDonough)*
- *"I would like to ensure that the price reflects the quantity." (Mr R Gimbert)*
- *"This will lead to ever more confusing labelling and more work for the OFT investigating 'dubious' practices." (Mr R Crane)*
- *"The Government should allow consumers to buy drinks at their own desired size. If someone wants to purchase 30 ml drinks, or 35 ml drinks or 40 ml drinks, that is a matter purely between them and the retailer." (Mr M Josem)*
- *"Absolutely not. The variety of pre-packed sizes is already vast from 50 ml up to many litres. Even then, these are only approximate measurements, not necessarily accurate (as depicted by the 'e' next to the quantity figure). If someone wants to put 53 ml in a bottle and call it 50 ml 'e', that is already lawful. This deregulation would be totally pointless." (Mr P Broadhurst)*
- *"Sounds to me as though this would make it easier for merchants of alcoholic drinks. I'm not in favour of making anything easier for them." (Mr J Holden)*
- *"No justification for the deregulation of pre-packed intoxicating liquor has been put forward and I can think of none. To allow intoxicating liquor to be sold in any pre-packed quantity provided the quantity was noted on the packaging is likely to lead to confusion for purchasers faced with a potentially unlimited variety of quantities and the inevitable confusion over the price per unit that would bring. If larger quantities were allowed than is currently the*

case then this could lead to over consumption and the inevitable difficulties that would bring.” (Chief Registrar for General Registry)

- *“Deregulation of pre-packed intoxicating liquor on sale in on license premises would not be of bottles or boxes of wines, but more of ‘alcopops’ which are pre-packed and sealed, as are some beers.” (Isle of Man Licensed Victuallers Association)*

Other comments, i.e. not made with respect to a specific question:-

- *“Why don’t we adopt the continental system and have 500 cl, or a litre of beer if you think you’re up to it! Same with wine and spirits, at the end of the day the supermarkets sell it in 70 cl bottles or litre bottles, no wonder the public gets confused, I just feel if we have three quarters of a pint as a measure the punters will ultimately be charged for a pint.” (Mr A Downie MLC)*
- *“Were changes brought in then all providers of alcohol will be faced with remarking all their glassware or purchasing new. The Commissioners support the retention of the current Manx designation of legal quantities for sales of intoxicating liquor.” (Peel Town Commissioners)*
- *“We would impress on you our concern about any changes to spirit service measures, which could not only increase consumption but would also increase cost of a single measure if this was increased to 35 ml.” (Isle of Man Licensed Victuallers Association)*
- *“The Isle of Man CAMRA branch does not believe that the proposals made in this consultation will help licensees or the communities they serve.” (Isle of Man CAMRA)*