

Alcohol Responsibility Statement

S H Jones Wines is committed to the UK's alcohol laws and regulations and the responsible marketing of wines and spirits. We promote responsible sales practices throughout our supply chain and we encourage our customers to promote responsible drinking by legally aged adults, and strive to reduce excessive, irresponsible or underage drinking.

As a business involved in the marketing and selling of alcoholic beverages, we promote our products ethically and responsibly. We support and follow the letter and spirit of the Portman Group Code of Practice on the naming, packaging and promotion of alcoholic drinks. We therefore:

- Advertise and sell our products honestly and in accordance with all applicable laws and regulations
- Target our sales and marketing activities to individuals who are above the legal drinking age
- Neither condone nor promote drunk driving or drinking before high-risk activities, irresponsible drinking or drinking to intoxication or illegal activity or violence associated with drinking
- Avoid language or images that might be considered to be lewd or indecent
- Avoid claims that consumption of our products is necessary for social, sexual, academic or economic success
- Neither condone nor promote littering or other improper disposal of packaging or containers.

As a member of Wine and Spirit Trade Association (WSTA) we participate in appropriate activities that encourage legal and responsible drinking and discourage irresponsible drinking. We aim to:

- Discourage and reduce drunk driving or drinking before high-risk activities
- Discourage and reduce irresponsible drinking or drinking to intoxication or illegal activity or violence associated with drinking
- Discourage and reduce underage drinking.

This policy statement will be reviewed annually.

Date: 1st August 2019