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By email: ceo@jerseyhospitality.com

Ana and Marcus Calvani
Co-Chief Executive Officers
Jersey Hospitality Association

Dear Mr and Mrs Calvani

On-trade alcohol-related price promotions

It was good to meet you Mr Calvani at the Licensing Assembly on 29 May 2025 at which the amended Guidance was approved.

As you are aware, the key principle of the Guidance is maintained and there is a requirement on all licence holders to operate responsibly. Upon an initial review of promotions currently being advertised, it has been noted that one establishment is offering 2 for 1 on shots with the option to "double up for £1" between 7pm and 2am. To ensure that the new Guidance is not applied irresponsibly it would be helpful if you could remind licence holders of their obligations and check that they are being observed.

The Police will continue to monitor licensed premises, review advertisements including those placed on the internet or sent by text messages. The Law Officers' Department will also directly monitor advertising practices. If there is evidence of advertising practices or drink promotions which encourage, or are likely to encourage, customers to drink to excess I will have no choice but to make a referral to the Licensing Assembly. It is up to the trade to behave responsibly.

Yours sincerely

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