

Potman Group Responsibility

sharks@formalshark.co.uk

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To: info@portmangroup.org.uk

Hi

I am writing to you in response of the case against Tiny Rebel, I am no way affiliated. I however do run a craft beer review podcast and will be discussing the matter in our next podcast recording. I will give you a flavour of the points I will be making so that you can reply and make a statement if you wish. We want to promote debate on the issue and what the industry should do to be regulated. This is our opinions on the matter.

I am not going to be shouting "nanny state" and feel the alcohol industry does need regulating, the industry has many problems that it must face up to some being underage drinking, alcoholism, drink driving, drunk violence, sexism within the industry and anti-social behaviour. As an industry, more discussion on how to reduce the negative impacts is most welcome. However, I feel sometimes the efforts are misplaced and misjudged.

From statements from breweries and looking at the Portman group website it can cost a brewery a lot of money because one busybody complains about something small, with the likes of BrewDog they play the Portman group for publicity, but then Brewdog have the money to play silly buggers with you. It also highlights how meaningless the complaints being upheld are when only the brewery themselves complain for publicity.

For smaller breweries. it wastes their time and money. The alcohol industry is changing at a fast pace, consumers tastes and branding have changed. Any alcohol body needs to keep up with such changes and work with the full breadth of the industry.

Tiny rebel Cwtch 330ml can design complaint has been upheld. One of the crazy points is because it is in 330ml cans so it "appeals to children" in the eyes of the Portman group. It seems the Portman Group would like to see beer sold in bigger cans, I personally think 330ml cans are more socially responsible than big 440ml cans traditionally used by the Big brands. surely a bigger cans encourages people to drink more. This could be seen as an attack on craft beer which tends to come in 330ml. The design on the Tiny Rebel Cwtch can is modern fresh and bold and is no-way appealing to children any more than all the other alcoholic drinks on the market. A blue drink or a drink in a pouch must be much more appealing to children.

In my eyes the craft beer scene has been far more socially responsible than the member companies of the Portman Group. Bringing beer local and bringing social responsibility back local. Getting people to enjoy beer and not just about getting as much down your neck as possible. It seems from my eyes that the Portman Group does not agree as looking at the complaints on the website most seemed aimed at smaller breweries. A suspicious person could think that a large group of powerful company's trying to look after themselves, of course Formal Shark doesn't think this but we can easily see how people could come to that opinion.

It will be interesting to see what underage drinkers are drinking and the numbers within that "market", I don't think the problem is a nice craft beer followed by a nice single malt followed by a game of charades but more likely to be industrial cider followed by industrial vodka followed by fighting and making unplanned baby's behind the bins like rutting foxes. It is drinks from Portman Group member companies that I see littered over our parks after the kids have been drinking, it is predominantly from Portman Group member companies selling alcohol eye-wateringly cheap.

I see little done from the Portman group to stop the massive sexism in the industry. I see little done to truly curb binge drinking and make drinks not appeal to children. The big brands have actively sold and promoted beer irresponsibly only changing the habits when found with their trousers down.

Having a body funded by the big boys in the drinks industry that will bully you out if you don't comply is to me, detrimental to the industry. Any such body need to be repetitive of the whole industry and communities that are affected.

Thank You.

Phil Formal Shark