



## THE FOUR STEPS TO ALCOHOL MISUSE

How the industry uses price, place, promotion and product design to persuade us that too much alcohol is not enough



---

# Contents

---

Foreword	2
Introduction	3
Price	4
Place	6
Promotion	7
Product design	9
Some recommendations	11
Our findings	12
Appendix	40
References	41

---

---

# Foreword: Beware the alcohol fire-raisers

---

It's all down to British culture, we are told. We have always drunk to excess; after all there are references to bingeing in Beowulf, Shakespeare and Burns. All this is seemingly driven by a combination of the long winter nights, a lack of sunshine and a penchant for hedonism. So there we are, it's all inevitable - don't, whatever you do, blame the alcopops.

But this is like saying paper is naturally flammable, so you can't blame the forest fire on the person who struck the match. But we do. Fire-raising is a serious offence and multiple measures are taken both to prevent it happening and punish perpetrators. Indeed, the fact that a particular substance is hazardous increases rather than reduces the responsibility of those who are involved in its production and distribution. We all need to take care with matches.

In the case of young people's drinking the potential fire-raisers don't wield matches, but massive marketing budgets. These are deployed in four key areas:

**i. Promotion** We used to refer to this as advertising, but it actually comes in multiple guises including TV ads, billboards, cinema ads, shop front liveries, merchandising, sponsorship, and branded clothing. Every possible channel of communication you can think of is pressed into service – to the tune of over £800 million a year. These real world appeals are now being matched if not overtaken (as last year's Health Select Committee enquiry suggests) by digital communications. The result for UK young people is an environment suffused with pro-alcohol messages. It is no surprise that our recent Medical Research Council funded study showed that 95% of 13 year olds are aware of alcohol ads and have, on average, come across them in more than five different channels.

**ii. Place** Distribution is key for fast moving consumer goods, especially non-essentials like alcohol. In many ways our consumption behaviour echoes Mallory's reason for climbing Everest – we do it because it is there. So for alcohol companies ubiquity is all and has been achieved through extended opening hours and a proliferation of on and off trade outlets.

**iii. Price** We often discuss price in a macro-economic sense, but it is also a key marketing tool. Special offers such as happy hours, multi-packs, loss leaders and end of aisle promotions all help to make alcohol more affordable and accessible.

**iv. Product design** This is perhaps the most fundamental of marketing tools, and the UK has seen a massive expansion in product options over the last twenty years. These include whole new categories (such as alcopops and shots); exotic flavours (from lemon meringue to toffee) and innovative packaging. One example from my own locale, which appeared just last year, is a jaffacake flavoured vodka from a company called Stiffy. As the blurb says "it captures the brilliantly fragrant and distinctive flavour of Jaffa Cakes to give the drink a smack of tangy orange and the lip licking after taste of dark chocolate".

These four marketing tools are used in careful combination to maximise impact. The result is a world in which young people not only get peppered with pro alcohol ads, but are incentivised to consume at every turn a vast array of products many of which, in themselves, promote ideas of irresponsibility and over-indulgence.

So whilst it is true that alcohol – and its misuse - has long been a part of our culture, marketing is patently exacerbating the situation. It is a hot dry night in the forest and, far from damping down the undergrowth, alcohol marketers persist in striking matches and scattering brushwood.

**Professor Gerard Hastings**  
Director of the Institute for Social Marketing  
University of Stirling

September 2011

---

# Introduction

---

**This is the first time that agencies tasked with reducing alcohol consumption have united across regional boundaries to highlight the easy availability of alcohol in parts of the UK where it is doing the most damage.**

Produced by Balance, the North East Alcohol Office and engagement and empowerment specialists, Our Life, this report also shows that super-low prices are just one of the industry's 'tricks of the trade' to get people to buy ever more alcohol.

When it comes to encouraging shoppers to part with their money, marketing experts talk about the 'four Ps' of **promotion, place, price and product design**, which all play their part in persuading people to make a purchase.

This report investigates the role of promotion, place, price and product design in encouraging alcohol misuse.

Based upon our findings, we have recommended a number of actions which need to be taken if Government is serious about reducing high levels of alcohol consumption and the problems we face because of it.

## **Why we produced this report**

Alcohol consumption in the UK has increased significantly over the last 60 years. So much so, that the average intake of alcohol per person in the UK has risen steadily from five litres in the 1950s to 10.7 litres in 2008/9<sup>1</sup>.

This is of particular concern as evidence shows that the higher the alcohol consumption level of a country, the greater the harm inflicted on that society and its people<sup>2</sup>.

Whether it's drinking to get drunk or consuming above the Government's recommended limits on a daily or almost daily basis, consumption is causing major problems for northern England.

In England, research shows that a third of men and a quarter of women drank at or above the Government's recommended limits on at least one day in the week prior to being interviewed<sup>3</sup>. This level of consumption is causing us major problems in terms of our health:

- The World Health Organisation has stated that alcohol causes more deaths worldwide than HIV/AIDS, violence or tuberculosis<sup>4</sup>.
- Alcohol is also the second biggest cause of cancer (in people over 35) after smoking<sup>5</sup>.
- In the UK 27% of young male and 15% of young female deaths were caused by alcohol<sup>6</sup>.

It's draining our wealth. Alcohol misuse costs the UK economy up to £25.1 billion.<sup>7</sup> And with 50% of all violent crime alcohol-related<sup>8</sup>, it's putting our safety at risk.

# Price

**Alcohol is 44% more affordable today, in relative terms, than it was in 1980<sup>3</sup> and it's no coincidence that average UK consumption has doubled over the last 60 years. In 2007 there was nearly enough alcohol sold in Great Britain to enable every man and woman to exceed recommended guidelines for men<sup>9</sup>.**

Bearing in mind that cost is a significant motivation when it comes to purchasing and consuming alcohol, this report reveals that (at the time our price survey was conducted) alcohol was being sold across northern England, for pocket money prices which are driving drinking.

## Headline findings

- Alcohol is available in the North East for as little as 12p a unit. This means:
  - a man can drink at his recommended daily limit (3-4 units) for just 48p and weekly limit (21 units) for just £2.52.
  - a woman can drink at her daily limit (2-3 units) for just 36p (considerably less than the price of a can of leading cola) or weekly limit (14 units) for £1.68.
- Alcohol is available for as little as 16p a unit in the North West. This means:
  - a man can drink at his recommended daily limit for just 64p and weekly limit for just £3.36.
  - a woman can drink at her daily limit for just 48p (less than the price of a can of leading cola) or weekly limit for £2.24.
- A 440ml can of own brand lager sold for 23p.
- Two cans of lager for less than the price of a can of leading brand cola.
- A four-pack of own brand lager, containing the daily recommended limit for a man, sold for less than £1.
- A 70cl bottle of vodka containing 26 units of alcohol (more than the recommended weekly limit for a man) sold for as little as £8.47.
- Branded vodka sold for 32p a unit/shot – less than a can of brand cola.
- A can of leading brand lager sold for less than £1.
- At these prices and armed with the average British pocket money of £5.89, an individual could purchase eight litres of cider, containing 33.6 units – enough for a man to drink more than the recommended limits everyday of the week.

## Reducing consumption

Research shows that any effective approach to reducing consumption needs to include measures that decrease the affordability of alcohol – as well as reducing its availability and restricting its promotion.

Numerous econometric studies reveal that as the price of alcohol goes down, consumption of alcohol goes up – as demonstrated in the table below.



Source: Calling Time, the Academy of Medical Sciences

The Westminster Government acknowledges this to be the case. However, by backing a ban on the sale of alcohol below duty plus VAT it failed to support the most effective, evidence based pricing measure to deal with the problems we face at the hands of alcohol sold at pocket money prices.

## Banning duty plus VAT is not enough

Our report proves that the Government's favoured measure will have little, if any, impact on reducing alcohol consumption and the problems created by its misuse in northern England. The measure will increase the price of just two in more than 600 alcohol products investigated as part of this report. It also fails to fulfill the Government's election promises to prevent the sale of alcohol below cost, instead enabling retailers to legally sell alcohol more cheaply than ever.

Those two products are both bottles of vodka, retailing at £10.51 (which under the duty plus VAT measure would increase by just 20p) and £11.29 (which would increase by just 13p), providing a unit of alcohol for 28p. Although certainly a

cheap unit price, it is still more than twice the price of the cheapest alcohol available in some supermarkets for just 12p a unit, which will remain untouched by the Government's chosen price control.

On announcing the ban in March, Home Office minister James Brokenshire told the Guardian newspaper: "Banning the sale of alcohol below the rate of duty plus VAT is the best starting point for tackling the availability of cheap alcohol and will send a clear signal to retailers and the public that Government take this issue seriously.

"They will effectively set a minimum price level below which alcoholic products cannot be sold and will stop the worst instances of deep discounting, which result in alcohol being sold both cheaply and harmfully."

However, an investigation carried out by the Guardian newspaper revealed that the measure has been set so low it would stop only one cut price drink deal out of thousands. This lack of impact is emphasised by our report.

Commenting in the Guardian in February, Diane Abbot, shadow public health minister, said: "The Government's actions on minimum alcohol prices have been completely phoney. They must have realised that the minimum price they were suggesting would have hardly any effect. Obviously the drinks industry must have been glad that the Government appears to be taking action on pricing, but in practice is doing nothing. This just shows how when it comes to public health, Andrew Lansley puts the interests of big business first."

And it's not just the opposition and health experts, including former chief medical officer Sir Liam Donaldson, the British Medical Association and National Institute for Health and Clinical Excellence, which want to see Government go further. Some in the industry don't think Government's measures have any substance.

In a letter to the Guardian, published on February 19 this year, Richard Taylor, director of corporate affairs for Morrisons, wrote: "I enjoy a pint of beer and I know most people drink sensibly. But I want the Government to champion the public, not commercial, interests to tackle binge drinking and alcohol misuse. It has conceded the principle of minimum pricing, but has opted for a price of duty plus VAT, which is woefully inadequate.

"The Government knows its research indicates that there is a clear link between alcohol price and the harms associated with alcohol. I believe a minimum price must take account of alcohol production and distribution costs.

"Together with effective pricing, we also need action on alcohol promotion, for example in cinemas, where it is too easy for young people to be influenced. And I want us to work to end the use of alcohol to promote sport."

While Tesco and Waitrose have both gone on public record supporting the introduction of a minimum price per unit of alcohol, Asda and Sainsbury's remain opposed, saying that the measure would disadvantage low income families and less well off shoppers.

Research shows that the introduction of a minimum price would have the greatest impact on the heaviest and youngest drinkers, while having a minimal impact on moderate drinkers. Research carried out at Aberdeen University also shows that people on lower incomes are less likely to purchase off sales alcohol than those in other income groups<sup>10</sup>.

### **A minimum price on the horizon?**

In Scotland, it looks like the introduction of a minimum price per unit of alcohol could be on the cards within the year – which will have interesting implications for northern England.

Following the SNP's election victory in May 2011, Scottish First Minister Alex Salmond pledged to make the introduction of a minimum price per unit of alcohol a priority. It is believed the measure could become legislation within a year.

Announcing his intentions, Mr Salmond said: "I think that we have confused our appetite for fun with a hunger for self-destruction. We tolerate a race to the bottom of the bottle, which ruins our health, our judgement, our relationships, our safety and our dignity."

If it's good enough for Scotland, it should be good enough for northern England. After all, we suffer from many of the same problems.



---

# Place

---

## **Alcohol is far too available. It can be purchased 24 hours a day, seven days a week, every single day of the year.**

More than 7,800 premises across the UK sell alcohol 24 hours of the day, seven days a week<sup>11</sup>. Only 946 of these premises, which also include takeaways and petrol stations, are pubs, bars and nightclubs.

Research published earlier this year by Alcohol Concern shows a statistically significant link between the density of off-licences and alcohol specific hospital admissions in people under 18-years-old. The One on Every Corner report reveals that almost one in 10 of all alcohol specific hospital admissions in England, excluding London, are directly attributable to off-licence density.

Internet shopping and 'dial-a-drink' services mean you don't even need to leave home to purchase alcohol.

And then there's the supermarkets in England. Unlike tobacco, which is sold in a separate area of a supermarket, alcohol is available from a number of normal food and drink aisles, as well as being dotted elsewhere throughout the store.

Our research shows that alcohol promotion begins before you get through the door, with posters on windows and advertising boards promoting alcoholic products on the pavement outside.

Alcohol promotions were routinely placed in the supermarket entrance – often in the form of stacks of boxed beers, lagers and cider.

They are sold alongside associated products which include meat, cheese and DVDs (including children's titles – which raises interesting questions about the industry's views on consuming alcohol in front of children and making alcohol central to family-time) and displayed prominently at the end of aisles at eye level – to maximise exposure and increase the likelihood of impulse purchasing.

The importance of dispersing alcohol displays in order to increase sales has been recognised by the drinks industry.

Carlsberg brewers, for example, urge retailers to 'create stacks of your promotional beers' and 'site stacks away from the beer fixture to drive impulse purchase'<sup>12</sup>.

### **A view from the inside**

Andrew Glidden, of design consultancy Glidden, said: "One such way of driving a sale through encouraging an impulse is through 'product adjacencies', which is the practice of cross promoting products that fit together. This establishes a need in the consumer for an additional product, which they had no intention of purchasing at the outset."

Andrew confided that other 'tricks of the trade' included using lighting, lowered ceilings, products at eye-level and floor graphics to make sure people spot the product and put them in the right frame of mind to make a purchase.

Another well used technique is stacking products – sometimes even partially stacking stock to make it look like there has been increased demand.



Stacked products create the feeling that if you don't buy now, they'll run out. Sometimes retailers will set out half stacked pallets to increase that feeling. They will also move displays around the store and limit deals to certain days to further ramp up that feeling that deals are fleeting and you must purchase immediately. ”

In Scotland, licensing legislation requires that displays of alcohol must be confined to a single area of the store. This is in response to a growing concern that alcohol displays on the ends of aisles, directly inside the shop doorway and next to everyday groceries, encourage consumers to think of alcohol as an ordinary commodity, rather than a potentially harmful drug.

Once again, if it's good enough for Scotland, it should be good enough for northern England. After all, we suffer from many of the same problems.

# Promotion

## **In the UK, expenditure by the alcohol industry on marketing and promotion is substantial and significantly more than expenditure on health promotion marketing and advertising specific to alcohol.**

In 2003, it was estimated that the UK alcohol industry's £800m spend on marketing communications was five times more than the Central Office of Information's entire advertising turnover for 2002-03, including that focusing on the adverse health impact of alcohol consumption<sup>13</sup>.

Our survey shows that the majority of supermarkets across the North East run several alcohol promotions simultaneously. These promotions include deals on multi-packs and free give-aways with alcohol purchases. When our survey was carried out there were more than 200 alcohol promotions being run in supermarkets across the North East.

Andrew Glidden explained: "There's a large amount of psychology involved in retailing products to the public. Supermarkets make sure that the shopping experience they provide isn't monotonous, delivering peaks and troughs. Special offers, such as discounted alcohol, certainly fit into the peaks category and aim to increase impulse buying.

"Promotions give people the impression that they're getting a bargain. Retailers manipulate the consumer, often driving their behaviour through special offers which trigger a purchase." Scotland has introduced a law banning shops and supermarkets from offering cheaper deals on alcohol to customers who buy in bulk. However, some big stores have said they will continue to offer discounts online because orders can be dispatched from England, while other shops may instead sell single bottles at discounted prices.

### **But is it a genuine bargain?**

It's important to note that people are only getting the 'impression' that they are getting a bargain. Research suggests that shoppers are in fact paying more for non-alcohol products as a direct result of supermarkets discounting alcohol as a 'loss-leader' to encourage more people into stores.

A paper, published by Newcastle University investigating the impact of the introduction of a minimum price per unit of alcohol of 50p, sets out that 'if alcohol prices rise, the price of non-alcoholic products will decrease and that the increased profitability of alcohol will be exactly offset by a decrease in profitability on non alcoholic products'<sup>14</sup>.

It goes on to suggest that if alcohol prices were increased, 70% of the population would be better off.

### **Promotion and young people**

Young people are thought to be particularly susceptible to the marketing of alcoholic products. Research shows that just under half of people from North East England believe that alcohol advertising targets children and two thirds support a ban on advertising alcohol on TV before the 9pm watershed<sup>15</sup>.

- The alcohol industry spends £800m a year on marketing – which leads young people to start drinking earlier and to consume more<sup>16</sup>.
- Millions of children, some as young as four-years-old, were exposed to alcohol adverts during last year's World Cup<sup>17</sup>.
- Movie exposure and having a television in the bedroom are both independent predictors of onset of problematic alcohol use<sup>18</sup>.

As part of its 2009 investigation into the conduct of the UK alcohol industry, the House of Commons Health Select Committee obtained access to internal marketing documents from alcohol producers and their advertising agencies.

This investigation revealed that young people are a key target for alcohol advertisers, despite a self regulatory code which sets out to protect young people from alcohol advertising.

Market research data gathered as part of the investigation refers to Lambrini as a 'kids drink' and the need to recruit new drinkers and establish their loyalty to a product. Brand strategy documents also abounded with references to 'getting pissed', 'blasted' and 'things getting messy'<sup>19</sup>.

## Online promotion

The internet plays a particularly prominent role in promoting alcohol. In 2007, the alcohol industry increased its marketing spend on the internet by 70%<sup>20</sup>.

This has worrying implications for children and young people when you consider the growing presence of alcohol companies on social networking sites (SNS) such as Facebook and Twitter.

In September, Diageo struck a widely reported multi-billion dollar deal with Facebook, which health experts say will fuel an under-age drinking epidemic by exposing increasing numbers of young people to alcohol marketing.

The deal makes Smirnoff, according to its producer Diageo, 'the number one beverage alcohol brand on Facebook worldwide'. Diageo say that Facebook activity in the US has increased sales by 20%. This activity is only set to increase, as the company boasts of training 950 marketers to build social media capabilities to generate 'significant returns on investment'.

We wonder exactly who will be generating these significant returns on investment. After all, sites such as Facebook are used by a huge number of children and young people on a regular basis. Research from Ofcom has shown that almost half (49%) of children aged between 8 and 17 years old who use the internet have set up their own profile on a social networking site<sup>21</sup>.

Although Facebook argues that pages set up by alcohol advertisers are 'age-gated' and only accessible to those over 18, these 'age-gates' are far from infallible and can be bypassed simply by inputting a fake birth-date.

Perhaps most worrying is that Facebook accounts are hidden from parents, providing organisations such as Diageo with a direct and uncensored communications channel to children and young people – promoting drinking as a positive lifestyle choice.

Research shows that alcohol advertising encourages young people to drink earlier and to drink more<sup>19</sup>.

Importantly, children and young people are not just at the mercy of 'official' marketing. Fans of alcohol products are increasingly becoming brand advocates by setting up fan pages and passing alcohol adverts between themselves – further normalizing consumption and increasing pressure on young people to drink and drink more.



---

# Product design

---

**Product packaging has a huge influence on grabbing attention and encouraging a purchase. Research shows that exposure to product packaging is associated with increased intentions to drink and is predictive of early onset of alcohol consumption<sup>22</sup>.**

The size of a product and the colours, language and images used to package it are crucial when communicating the brand personality of individual alcohol products so that target audiences identify with and purchase them. Research suggests that this is in fact the most effective means of attracting attention<sup>23</sup>.

The power of packaging was demonstrated earlier this year by America's reaction to a 5% alcopop called 'Blast'. Critics highlighted that its bold, colorful packaging made it look more like 'soda pop' than an adult beverage.

A study carried out in Australia supports concerns that some ready to drink alcoholic product packaging, specifically the Bacardi Breezer (and the similarly appealing Mudshake), are marketed with packaging that appeals to adolescents.

It showed that those under 18 years considered the Breezer to be designed to appeal to their age group. The study, which involved disguising packaging, demonstrated that when packaging was revealed, palatability ratings increased disproportionately for adolescents in comparison to adults<sup>23</sup>.

When conducting our survey, the similarities between the packaging of alcopops and other soft drinks are hard to ignore. So much so, that if you disguised the labels, you would have difficulty telling them apart.

They are also packaged to be small and portable – making illicit consumption by young people easy. Nowhere is this more evident than in the trend for pre-mixed alcoholic drinks sold in foil packages, similar in appearance to the soft drinks designed to fit inside a packed-lunch box. These are widely available at supermarkets across northern England.

“

The ones (supermarkets) near me sell the test tube shots and also something that i think are called portashots. theyre little packets of rum or vodka, not bottles, so theyre really easy to sneak into sporting events, amusment parks, concerts etc. ”

Reviewer on Yahoo!

## Youthful tastes

It's not only the packaging. The seemingly limitless variety of alcopop flavours including cherry-berry, watermelon, iron brew and lemonade are clearly designed to appeal to a younger, less mature palette. This is alcohol for those who want the buzz, but without the alcohol taste. In essence – these are drinks tailor made to 'ween' younger people and first time drinkers onto alcohol.

Returning to Blast, this drink is available in blueberry pomegranate and strawberry watermelon – flavours which clearly mask the alcohol taste and wouldn't be out of place as flavours in a sweetshop.

The lure of strong, fruit based flavours that mask the taste of alcohol have long been highlighted as a problem. The Home Office, in a statement on alcopops, said: 'Many are a particular danger because their strength is masked by fruit or other flavours. This breaks down both awareness of the alcohol content and children's traditional taste threshold'.<sup>24</sup>

Strong, fruity flavours which mask the flavour of alcohol are seen as a strong selling point for the fans of alcopops. The myriad reviews on the internet routinely focus on the fact that you can get drunk, without tasting the alcohol.

Here are a couple of reviews from the Online Review Centre, posted this year, extolling the virtues of leading alcopop brand WKD.

'I don't like drinking strong alcohol and I do want to get drunk I drunk 2 bottles of WKD Iron Bru and I was drunk or tipsy it was great and so cheap.'

'Great drink. Goes down easy. You swear there is no alcohol in it. Best served cold however, if it's warm it can get you very messed up. None the less, great drink and very cheaps'

It's no surprise that a secondary benefit of the drink and motivating factor for purchasing it is its affordability.

It's clear that, although the alcohol industry deny this is its intention, alcopops have successfully targeted young people.

According to a story published in The Mirror newspaper in 2005, the alcopop trade was worth an annual £1,260million in 2005 with 280 million litres being downed – a 180% rise since 1999.

The figures were published as part of a story about a ten-year-old child being the youngest person ever to be treated for alcoholism after becoming addicted to alcopops.

Commenting in The Mirror, David McNeill, Director of the Institute of Alcohol Studies, said: "This child has grown up in a world promoting alcopops. Now we're reaping what's been sown. The industry has behaved irresponsibly in the production of alcopops. It has been predatory."



---

# Some recommendations

---

**This report demonstrates that alcohol is too affordable, too available and too widely promoted and is threatening the health, wealth and safety of people of all ages across the North of England.**

Although we acknowledge the importance of education and informed personal choice – it is obvious that this is not enough on its own.

The Government needs to take control of the situation and help people across the region, and the rest of the UK, to make the right choices that will improve their lives and the lives of those around them.

We suggest that the Government needs to start this process by introducing legislation and greater regulation which makes alcohol less affordable, less available and less widely promoted.

## **The Government needs to:**

Reduce the affordability of alcohol through the introduction of a minimum price per unit of alcohol which would reduce consumption amongst young and heavy drinkers while having a minimal impact on those drinking within Government guidelines.

Restrict the display of alcohol to designated alcohol aisles in supermarkets.

Ban quantity discounts on alcohol, such as two cases of beer for £18 and restrict the number of alcohol promotions.

Undertake a full audit of the market, and consider ways to prohibit any products that appeal to young people more than adults.

Restrict alcohol advertising, marketing and sponsorship as it influences the uptake of drinking amongst children and increases the amount they consume, emulating the Loi Evin laws in France.

---

# Our findings

---

The information in this report was compiled by Balance, the North East Alcohol Office and Our Life, the wellbeing enterprise. It is the first time such a coalition has been formed to collectively reveal the dangerously low prices at which alcohol is being sold in those areas that can least afford it.

During February 2011, we visited branches of Asda, Tesco, Morrisons and Sainsbury's as well as discount supermarkets in North East and North West England. Our aim was to reveal that alcohol is way too affordable.

In addition to price information, we also investigated the promotion of alcohol, focusing on the volume and location of activity as well as looking at packaging.

We do not claim that the exercise is exhaustive. It is meant only as a snapshot of the availability and affordability of alcohol in supermarkets across northern England.

# Cider

In terms of getting maximum alcohol for minimum price – this report demonstrates that cider, both branded and supermarket's own, is a huge cause for concern. It is the perfect example of why we need to link the price of an alcoholic drink to its strength. At the time of the survey, cider was available for as little as 12p per unit of alcohol and two litres could be purchased for £1.34. It's no wonder that this is a drink of choice for our youngest and heaviest drinkers.



Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>North East</b>								
<b>Newcastle</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Morrisons</b>								
Morrisons cider	bottle	2000	1	5.3	£1.98	£1.98	10.60	£0.19
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
<b>Aldi</b>								
Aldi cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18
<b>Durham</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.2	£3.18	£3.18	10.40	£0.31
<b>Netto</b>								
Netto cider	bottle	2000	1	5.3	£1.99	£1.99	10.60	£0.19

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Sunderland</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Morrisons</b>								
Morrisons cider	bottle	1000	1	5.3	£1.07	£1.07	5.30	£0.20
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Lidl</b>								
Woodgate cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Middlesbrough</b>								
<b>Netto</b>								
Netto cider	bottle	2000	1	5.3	£1.99	£1.99	10.60	£0.19
<b>Tesco</b>								
Strongbow cider	bottle	2000	1	5.3	£3.31	£3.31	10.60	£0.31
<b>Morrisons</b>								
Morrisons cider	bottle	2000	1	5.3	£2.14	£2.14	10.60	£0.20
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>North Tyneside</b>								
<b>Morrisons</b>								
Morrisons cider	bottle	3000	1	5.3	£3.29	£3.29	15.90	£0.21
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Lidl</b>								
Woodgate cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Northumberland</b>								
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Morrisons</b>								
Morrisons cider	bottle	3000	1	5.3	£3.19	£3.19	15.90	£0.20
Blackthorn cider	bottle	2000	1	4.7	£2.55	£2.55	9.40	£0.27
<b>Lidl</b>								
Woodgate cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18
<b>Hartlepool</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Morrisons</b>								
Morrisons cider	bottle	3000	1	5.3	£3.19	£3.19	15.90	£0.20
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Frosty Jack's	bottle	2000	1	7.5	£1.85	£1.85	15.00	£0.12
<b>Darlington</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Tesco</b>								
Strongbow cider	bottle	2000	1	5.3	£3.31	£3.31	10.60	£0.31
<b>Morrisons</b>								
Morrisons cider	bottle	3000	1	5.3	£3.19	£3.19	15.90	£0.20
Blackthorn cider	bottle	2000	1	4.7	£2.55	£2.55	9.40	£0.27
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Frosty Jack's	bottle	2000	1	7.5	£1.85	£1.85	15.00	£0.12
<b>Netto</b>								
Amber cider	bottle	2000	1	5.3	£1.99	£1.99	10.60	£0.19

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Stockton</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Morrisons</b>								
Morrisons cider	bottle	2000	1	5.3	£2.14	£2.14	10.60	£0.20
<b>Lidl</b>								
Lidl cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Redcar</b>								
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Frosty Jack's	bottle	2000	1	7.5	£1.85	£1.85	15.00	£0.12
<b>Netto</b>								
Netto cider	bottle	2000	1	5.3	£1.99	£1.99	10.60	£0.19
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Morrisons</b>								
Morrisons cider	bottle	2000	1	5.3	£2.14	£2.14	10.60	£0.20
Blackthorn cider	bottle	2000	1	4.7	£2.55	£2.55	9.40	£0.27
<b>Gateshead</b>								
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	1000	1	4.2	£0.67	£0.67	4.20	£0.16
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
<b>Asda</b>								
Asda cider	bottle	1000	1	5.3	£1.06	£1.06	5.30	£0.20
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Tesco</b>								
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>South Tyneside</b>								
<b>Morrisons</b>								
Morrisons cider	bottle	1000	1	5.3	£1.07	£1.07	5.30	£0.20
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
Morrisons cider	bottle	2000	1	5.3	£3.19	£3.19	10.60	£0.30
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	1000	1	4.2	£0.68	£0.68	4.20	£0.16
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Tesco</b>								
Tesco cider	bottle	1000	1	4.2	£0.67	£0.67	4.20	£0.16
Strongbow cider	bottle	1000	1	5.3	£1.59	£1.59	5.30	£0.30
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Asda</b>								
Asda cider	bottle	1000	1	5.5	£1.62	£1.62	5.50	£0.29
Hawksridge cider	bottle	1000	1	4.2	£0.67	£0.67	4.20	£0.16
Asda cider	bottle	2000	1	4.2	£2.12	£2.12	8.40	£0.25
Hawksridge cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>North West</b>								
<b>Asda</b>								
Asda cider	bottle	2000	1	5.3	£2.12	£2.12	10.60	£0.20
Brand cider	bottle	2000	1	4.2	£1.34	£1.34	8.40	£0.16
<b>Sainsbury's</b>								
Sainsbury's cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Strongbow cider	bottle	2000	1	5.3	£3.18	£3.18	10.60	£0.30
<b>Tesco</b>								
Tesco cider	bottle	2000	1	4.2	£1.35	£1.35	8.40	£0.16
Orchard Mill	bottle	2000	1	5	£1.95	£1.95	10.00	£0.20
<b>Morrisons</b>								
Morrisons cider	bottle	3000	1	5.3	£3.19	£3.19	15.90	£0.20
Crumpton Oaks	bottle	2000	1	5	£2.29	£2.29	10.00	£0.23
<b>Lidl</b>								
Woodgate cider	bottle	2000	1	5.3	£1.95	£1.95	10.60	£0.18

# Vodka

Some supermarkets were selling this hard liquor for pennies a shot. At as little as £8.49 for 700ml, our survey shows vodka to be affordable, again making it popular with the youngest and heaviest drinkers. It can be easily mixed with soft drinks to mask the alcohol taste.



Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>North East</b>								
<b>Newcastle</b>								
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£13.27	£13.27	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40
<b>Aldi</b>								
Aldi vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Clarke's vodka	bottle	1000	1	40	£11.29	£11.29	40.00	£0.28
<b>Durham</b>								
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£10.57	£10.57	26.25	£0.40
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Netto</b>								
Netto vodka	bottle	700	1	37.5	£8.59	£8.59	26.25	£0.33
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Sunderland</b>								
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.67	£9.67	26.25	£0.37
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£13.27	£13.27	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.49	£9.49	26.25	£0.36
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Lidl</b>								
Rachmaninoff vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.25	£12.25	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Middlesbrough</b>								
<b>Netto</b>								
Netto vodka	bottle	700	1	37.5	£8.59	£8.59	26.25	£0.33
Red Square vodka	bottle	700	1	37.5	£9.00	£9.00	26.25	£0.34
<b>Tesco</b>								
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Red Square vodka	bottle	700	1	37.5	£9.67	£9.67	26.25	£0.37
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>North Tyneside</b>								
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Lidl</b>								
Rachmaninoff vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Northumberland</b>								
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£10.59	£10.59	26.25	£0.40
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Morrisons</b>								
Red Square vodka	bottle	1000	1	37.5	£14.39	£14.39	37.50	£0.38
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
<b>Lidl</b>								
Rachmaninoff vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Hartlepool</b>								
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Select vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Darlington</b>								
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Tesco</b>								
Tesco vodka	bottle	700	1	37.5	£9.53	£9.53	26.25	£0.36
Smirnoff	bottle	700	1	37.5	£11.44	£11.44	26.25	£0.44
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glenn's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.15	£9.15	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
<b>Netto</b>								
Kasoff vodka	bottle	700	1	37.5	£8.59	£8.59	26.25	£0.33
<b>Stockton</b>								
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Red Square vodka	bottle	700	1	37.5	£9.67	£9.67	26.25	£0.37
<b>Lidl</b>								
Lidl vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Redcar</b>								
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£14.15	£14.15	37.50	£0.38
Glen's vodka	bottle	1000	1	37.5	£13.05	£13.05	37.50	£0.35
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.5	£11.19	£11.19	26.25	£0.43
<b>Netto</b>								
Netto vodka	bottle	700	1	37.5	£8.59	£8.59	26.25	£0.33
Red Square vodka	bottle	700	1	37.5	£9.00	£9.00	26.25	£0.34
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Vladivar vodka	bottle	1000	1	37.5	£13.50	£13.50	37.50	£0.36
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Glen's vodka	bottle	700	1	37.5	£10.51	£10.51	26.25	£0.40
<b>Gateshead</b>								
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Smirnoff	bottle	1000	1	37.5	£20.43	£20.43	37.50	£0.54
Sainsbury's vodka	bottle	700	1	37.5	£9.79	£9.79	26.25	£0.37
Smirnoff	bottle	700	1	37.5	£11.77	£11.77	26.25	£0.45
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Smirnoff	bottle	1000	1	37.5	£18.47	£18.47	37.50	£0.49
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Smirnoff	bottle	700	1	37.5	£11.00	£11.00	26.25	£0.42
<b>Netto</b>								
Kasoff vodka	bottle	700	1	37.5	£8.59	£8.59	26.25	£0.33
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Smirnoff	bottle	1000	1	37.4	£16.00	£16.00	37.40	£0.43
Tesco vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Smirnoff	bottle	700	1	37.5	£13.48	£13.48	26.25	£0.51

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>South Tyneside</b>								
<b>Morrisons</b>								
Morrisons vodka	bottle	1500	1	37.5	£19.38	£19.38	56.25	£0.34
Smirnoff	bottle	1000	1	37.5	£19.48	£19.48	37.50	£0.52
Morrisons vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Smirnoff	bottle	700	1	37.5	£13.48	£13.48	26.25	£0.51
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£10.51	£10.51	37.50	£0.28
Smirnoff	bottle	1000	1	37.5	£20.43	£20.43	37.50	£0.54
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Smirnoff	bottle	700	1	37.5	£11.77	£11.77	26.25	£0.45
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Smirnoff	bottle	1000	1	37.5	£16.00	£16.00	37.50	£0.43
Tesco vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
Smirnoff	bottle	700	1	37.5	£13.48	£13.48	26.25	£0.51
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£11.97	£11.97	37.50	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Selekt vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>North West</b>								
<b>Asda</b>								
Asda vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Brand vodka	bottle	1000	1	37.4	£11.97	£11.97	37.40	£0.32
Asda vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Brand vodka	bottle	700	1	37.5	£8.49	£8.49	26.25	£0.32
<b>Sainsbury's</b>								
Sainsbury's vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.23	£12.23	37.50	£0.33
Sainsbury's vodka	bottle	700	1	37.5	£8.99	£8.99	26.25	£0.34
Glen's vodka	bottle	700	1	37.6	£10.51	£10.51	26.32	£0.40
<b>Tesco</b>								
Tesco vodka	bottle	1000	1	37.5	£13.29	£13.29	37.50	£0.35
Red Square vodka	bottle	1000	1	37.5	£13.98	£13.98	37.50	£0.37
Tesco vodka	bottle	700	1	37.5	£8.29	£8.29	26.25	£0.32
Red Square vodka	bottle	700	1	37.5	£9.81	£9.81	26.25	£0.37

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>North West (cont.)</b>								
<b>Morrisons</b>								
Morrisons vodka	bottle	1000	1	37.5	£12.97	£12.97	37.50	£0.35
Glen's vodka	bottle	1000	1	37.5	£12.20	£12.20	37.50	£0.33
Morrisons vodka	bottle	700	1	37.5	£9.16	£9.16	26.25	£0.35
Moskova vodka	bottle	700	1	37.5	£8.47	£8.47	26.25	£0.32
<b>Lidl</b>								
Rachmaninoff vodka	bottle	700	1	40	£8.29	£8.29	28.00	£0.30

# Lager

Some supermarkets are selling single cans of lager for pennies. It's so cheap that shoppers can pick up two cans for the price of a can of branded cola – or a four pack for less than £1.



Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>North East</b>								
<b>Newcastle</b>								
<b>Asda</b>								
Asda lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Hollandia lager	can	440	1	3	£0.66	£0.66	1.32	£0.50
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	4	2	£0.92	£0.23	0.88	£0.26
Skol lager	can	440	4	3	£2.89	£0.72	1.32	£0.55
<b>Durham</b>								
<b>Tesco</b>								
Tesco lager	can	440	4	2	£0.92	£0.23	0.88	£0.26
Skol lager	can	440	4	3	£2.89	£0.72	1.32	£0.55
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	4	2	£0.92	£0.23	0.88	£0.26
Skol lager	can	440	4	3	£2.89	£0.72	1.32	£0.55
<b>Netto</b>								
Netto lager	can	440	4	2.8	£2.00	£0.50	1.23	£0.41
Tuborg lager	can	440	4	4.6	£3.00	£0.75	2.02	£0.37
<b>Asda</b>								
Asda lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Hollandia lager	can	440	1	3	£0.66	£0.66	1.32	£0.50

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Sunderland</b>								
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Carling lager	can	440	4	4	£3.00	£0.75	1.76	£0.43
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Carlsberg lager	can	440	4	5	£3.54	£0.89	2.20	£0.40
<b>Morrisons</b>								
Morrisons lager	can	440	1	3.5	£0.64	£0.64	1.54	£0.42
Hollandia lager	can	440	1	3	£0.55	£0.55	1.32	£0.42
<b>Lidl</b>								
Excelsior lager	can	500	1	4	£0.60	£0.60	2.00	£0.30
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Middlesbrough</b>								
<b>Netto</b>								
Netto lager	can	440	1	2.8	£0.50	£0.50	1.23	£0.41
Carlsberg lager	can	440	1	3.8	£0.75	£0.75	1.67	£0.45
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Kronenbourg	can	440	4	5	£3.50	£0.88	2.20	£0.40
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.27	£0.27	0.88	£0.31
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Asda</b>								
Asda lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
<b>North Tyneside</b>								
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Hollandia lager	can	440	1	3	£0.55	£0.55	1.32	£0.42
<b>Lidl</b>								
Excelsior	can	440	1	4	£0.65	£0.65	1.76	£0.37
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Northumberland</b>								
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Hollandia lager	can	440	1	3	£0.66	£0.66	1.32	£0.50
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Lidl</b>								
Excelsior	can	440	1	4	£0.65	£0.65	1.76	£0.37
<b>Hartlepool</b>								
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Sainsbury's</b>								
Carling lager	can	440	1	4	£1.02	£1.02	1.76	£0.58
<b>Asda</b>								
Smart price lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Hollandia lager	can	440	1	3	£0.66	£0.66	1.32	£0.50
<b>Darlington</b>								
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Hollandia lager	can	440	1	3	£0.66	£0.66	1.32	£0.50
<b>Tesco</b>								
Tesco lager	can	440	1	4	£0.63	£0.63	1.76	£0.36
Boheme lager	can	440	1	4.7	£0.85	£0.85	2.07	£0.41
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.22	£0.22	0.88	£0.25
Hollandia lager	can	440	1	3	£0.55	£0.55	1.32	£0.42
<b>Sainsbury's</b>								
Foster's lager	can	440	1	4	£1.09	£1.09	1.76	£0.62
<b>Netto</b>								
Carlsberg lager	can	440	1	3.8	£0.75	£0.75	1.67	£0.45

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Stockton</b>								
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Carlsberg lager	can	440	4	3.8	£3.00	£0.75	1.67	£0.45
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Hollandia lager	can	440	1	3	£0.55	£0.55	1.32	£0.42
<b>Lidl</b>								
Lidl lager	can	440	1	4	£0.65	£0.65	1.76	£0.37
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.73	£0.73	1.32	£0.55
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Redcar</b>								
<b>Sainsbury's</b>								
Carling lager	can	440	1	4	£1.01	£1.01	1.76	£0.57
<b>Netto</b>								
Netto lager	can	440	1	2.8	£0.50	£0.50	1.23	£0.41
Carling lager	can	440	1	4	£0.75	£0.75	1.76	£0.43
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Skol lager	can	440	1	3	£0.72	£0.72	1.32	£0.55
<b>Gateshead</b>								
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.57	£0.57	0.88	£0.65
Stella lager	can	440	1	5	£1.55	£1.55	2.20	£0.70
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Stella lager	can	440	1	5	£1.02	£1.02	2.20	£0.46
<b>Netto</b>								
Stella lager	can	440	1	5	£1.00	£1.00	2.20	£0.45
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.20	£0.20	0.88	£0.23
Stella lager	can	440	1	5	£0.83	£0.83	2.20	£0.38

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>South Tyneside</b>								
<b>Morrisons</b>								
Morrisons lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
Stella lager	can	440	1	5	£1.23	£1.23	2.20	£0.56
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
Stella lager	can	440	1	5	£1.12	£1.12	2.20	£0.51
<b>Netto</b>								
Stella lager	can	440	1	5	£1.00	£1.00	2.20	£0.45
<b>Tesco</b>								
Tesco lager	can	440	1	2	£0.23	£0.23	0.88	£0.26
<b>Asda</b>								
Asda lager	can	440	1	2	£0.24	£0.24	0.88	£0.27
<b>North West</b>								
<b>Asda</b>								
Asda lager	can	440	4	2	£0.94	£0.24	0.88	£0.27
<b>Sainsbury's</b>								
Sainsbury's lager	can	440	4	2	£0.92	£0.23	0.88	£0.26
Skol lager	can	440	4	3	£2.89	£0.72	1.32	£0.55
<b>Tesco</b>								
Tesco lager	can	440	4	2	£0.92	£0.23	0.88	£0.26
Skol lager	can	440	4	3	£2.89	£0.72	1.32	£0.55
<b>Morrisons</b>								
Morrisons lager	can	440	4	2	£0.94	£0.24	0.88	£0.27
Hollandia lager	can	440	1	3	£0.54	£0.54	1.32	£0.41
<b>Lidl</b>								
Heatherwood lager	can	440	4	4	£2.45	£0.61	1.76	£0.35

# Whisky

Although slightly more expensive than vodka – some supermarkets are selling whisky for as little as 34p a shot and less than £10 for a 700ml bottle.

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>North East</b>								
<b>Newcastle</b>								
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Grant's whisky	bottle	700	1	40	£11.00	£11.00	28.00	£0.39
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£11.29	£11.29	28.00	£0.40
The Claymore whisky	bottle	700	1	40	£11.75	£11.75	28.00	£0.42
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan McGregor whisky	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Aldi</b>								
Aldi whisky	bottle	700	1	40	£9.99	£9.99	28.00	£0.36
<b>Durham</b>								
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Grant's whisky	bottle	700	1	40	£10.00	£10.00	28.00	£0.36
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan McGregor	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Netto</b>								
Netto whisky	bottle	700	1	40	£10.00	£10.00	28.00	£0.36
Famous Grouse	bottle	700	1	40	£13.49	£13.49	28.00	£0.48

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Sunderland</b>								
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Grant's whisky	bottle	700	1	40	£10.00	£10.00	28.00	£0.36
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan McGregor	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£11.29	£11.29	28.00	£0.40
High Commissioner	bottle	700	1	40	£9.70	£9.70	28.00	£0.35
<b>Lidl</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Old Redwood whisky	bottle	700	1	30	£8.47	£8.47	21.00	£0.40
<b>Middlesbrough</b>								
<b>Netto</b>								
Netto whisky	bottle	700	1	40	£12.99	£12.99	28.00	£0.46
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£11.37	£11.37	28.00	£0.41
Grant's whisky	bottle	700	1	40	£15.05	£15.05	28.00	£0.54
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>North Tyneside</b>								
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Lidl</b>								
Western Gold whisky	bottle	700	1	35	£9.49	£9.49	24.50	£0.39
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Whyte & Mackay whisky	bottle	700	1	40	£14.80	£14.80	28.00	£0.53
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan MacGregor whisky	bottle	700	1	40	£10.71	£10.71	28.00	£0.38

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Northumberland</b>								
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan MacGregor whisky	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Teacher's whisky	bottle	700	1	40	£14.80	£14.80	28.00	£0.53
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Lidl</b>								
Western Gold whisky	bottle	700	1	35	£9.49	£9.49	24.50	£0.39
<b>Hartlepool</b>								
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.95	£10.95	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan MacGregor whisky	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Asda</b>								
Asda whiskey	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Darlington</b>								
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£11.77	£11.77	28.00	£0.42
Grant's whisky	bottle	700	1	40	£15.05	£15.05	28.00	£0.54
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£15.95	£15.95	28.00	£0.57
<b>Netto</b>								
McCauley's whisky	bottle	700	1	40	£10.00	£10.00	28.00	£0.36

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Stockton</b>								
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.90	£9.90	28.00	£0.35
<b>Lidl</b>								
Lidl whisky	bottle	700	1	35	£9.49	£9.49	24.50	£0.39
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan MacGregor whisky	bottle	700	1	40	£10.71	£10.71	28.00	£0.38
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Redcar</b>								
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
<b>Netto</b>								
Netto whisky	bottle	700	1	40	£12.99	£12.99	28.00	£0.46
Teacher's whisky	bottle	700	1	40	£10.00	£10.00	28.00	£0.36
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan MacGregor whisky	bottle	700	1	40	£9.99	£9.99	28.00	£0.36
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
The Claymore whisky	bottle	700	1	40	£11.75	£11.75	28.00	£0.42
<b>Gateshead</b>								
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£10.95	£10.95	28.00	£0.39
Bell's whisky	bottle	700	1	40	£13.00	£13.00	28.00	£0.46
<b>Netto</b>								
Grant's whisky	bottle	700	1	40	£13.99	£13.99	28.00	£0.50
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Bell's whisky	bottle	700	1	40	£14.48	£14.48	28.00	£0.52

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>South Tyneside</b>								
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£15.29	£15.29	28.00	£0.55
Bell's whisky	bottle	700	1	40	£14.48	£14.48	28.00	£0.52
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Bell's whisky	bottle	700	1	40	£14.48	£14.48	28.00	£0.52
<b>Asda</b>								
Asda whisky	bottle	700	1	40	£15.29	£15.29	28.00	£0.55
Highland Pride	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>North West</b>								
<b>Sainsbury's</b>								
Sainsbury's whisky	bottle	700	1	40	£9.97	£9.97	28.00	£0.36
Bell's whisky	bottle	700	1	40	£12.94	£12.94	28.00	£0.46
<b>Tesco</b>								
Tesco whisky	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
Clan McGregor	bottle	700	1	40	£9.99	£9.99	28.00	£0.36
<b>Morrisons</b>								
Morrisons whisky	bottle	700	1	40	£10.93	£10.93	28.00	£0.39
High Commissioner	bottle	700	1	40	£9.50	£9.50	28.00	£0.34
<b>Lidl</b>								
Queen Margot whisky	bottle	700	1	37.5	£9.99	£9.99	26.25	£0.38

# Wine

When sold for its full retail value, a bottle of Jacob's Creek Shiraz, which we tracked for this survey, was often priced above 50p per unit of alcohol. However, it is no secret that wine is often the subject of three-for-two or three-bottles-for-£10 deals. At the time our survey was conducted, such deals vastly reduced the price of wine to as little as 29p a unit or less than £3 a bottle.

At its regular price, a bottle of Lambrini was available for less than £3 a bottle or 22p per unit of alcohol. When you think about this fruit flavoured alcoholic drink which is available for pocket money prices, it's no wonder that Lambrini is celebrated by a large proportion of under 18 drinkers. Its prominence on the streets of Blyth in Northumberland led to MP Ronnie Campbell coining the phrase 'Lambrini kids'.

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Jacob's Creek Shiraz</b>								
<b>North East</b>								
<b>Northumberland</b>								
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£5.00	£5.00	10.50	£0.48
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Morrisons	bottle	750	1	14	£6.99	£6.99	10.50	£0.67
<b>Darlington</b>								
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Tesco	bottle	750	1	14	£7.79	£7.79	10.50	£0.74
Morrisons	bottle	750	1	14	£7.15	£7.15	10.50	£0.68
Sainsbury's	bottle	750	1	14	£7.29	£7.29	10.50	£0.69
<b>South of Tyne</b>								
Morrisons	bottle	750	1	14	£7.15	£7.15	10.50	£0.68
Tesco	bottle	750	1	14	£4.99	£4.99	10.50	£0.48
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
<b>Hartlepool</b>								
Morrisons	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£7.29	£7.29	10.50	£0.69
<b>North Tyneside</b>								
Morrisons	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
<b>Stockton</b>								
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Morrisons	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Redcar</b>								
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Morrisons	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
<b>Gateshead</b>								
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
<b>Middlesbrough</b>								
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Morrisons	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Asda	bottle	750	1	14	£5.48	£5.48	10.50	£0.52
<b>Sunderland</b>								
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Morrisons	bottle	750	1	14	£7.15	£7.15	10.50	£0.68
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
<b>Durham</b>								
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
<b>Newcastle</b>								
Morrisons	bottle	750	1	14	£7.15	£7.15	10.50	£0.68
Asda	bottle	750	1	14	£6.78	£6.78	10.50	£0.65
Tesco	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Sainsbury's	bottle	750	1	14	£5.00	£5.00	10.50	£0.48
<b>North West</b>								
Asda	bottle	750	1	14	£7.49	£7.49	10.50	£0.71
Tesco	bottle	750	1	14	£4.99	£4.99	10.50	£0.48
Morrisons	bottle	750	1	14	£6.78	£6.78	10.50	£0.65

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Lambrini Bianco</b>								
<b>North East</b>								
<b>Durham</b>								
Tesco	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Netto	bottle	1500	1	7.5	£3.09	£3.09	11.25	£0.27
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
<b>Newcastle</b>								
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Tesco	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
<b>Sunderland</b>								
Tesco	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
<b>Middlesbrough</b>								
Tesco	bottle	1500	1	7.5	£3.18	£3.18	11.25	£0.28
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Asda	bottle	1500	1	7.5	£2.50	£2.50	11.25	£0.22
<b>Gateshead</b>								
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Netto	bottle	1500	1	7.5	£3.09	£3.09	11.25	£0.27
Tesco	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
<b>Redcar</b>								
Sainsbury's	bottle	1500	1	7.5	£3.55	£3.55	11.25	£0.32
Netto	bottle	1500	1	7.5	£3.09	£3.09	11.25	£0.27
Tesco	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
<b>Stockton</b>								
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Tesco	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
<b>North of Tyne</b>								
Morrisons	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Tesco	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29

Product	Container type	Container size (ml)	Containers in pack	%abv	Price	Price per container	Number of units per container	Price per unit
<b>Hartlepool</b>								
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Tesco	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.55	£3.55	11.25	£0.32
<b>South Tyneside</b>								
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Netto	bottle	1500	1	7.5	£3.09	£3.09	11.25	£0.27
Tesco	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
<b>Darlington</b>								
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Tesco	bottle	1500	1	7.5	£2.77	£2.77	11.25	£0.25
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.55	£3.55	11.25	£0.32
Netto	bottle	1500	1	7.5	£3.09	£3.09	11.25	£0.27
<b>Northumberland</b>								
Tesco	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
Sainsbury's	bottle	1500	1	7.5	£3.29	£3.29	11.25	£0.29
Asda	bottle	1500	1	7.5	£2.97	£2.97	11.25	£0.26
Morrisons	bottle	1500	1	7.5	£2.99	£2.99	11.25	£0.27
<b>North West</b>								
Asda	bottle	750	1	7.5	£1.57	£1.57	5.63	£0.28
Tesco	bottle	750	1	7.5	£1.59	£1.59	5.63	£0.28
Morrisons	bottle	750	1	7.5	£1.57	£1.57	5.63	£0.28

---

# Appendix

---

## Minimum pricing

The aim of minimum price is to ensure that retailers are unable to sell alcohol below a baseline cost – even when offering price promotions and discounts.

Research from Sheffield University found that a minimum price of 50p per unit of alcohol would reduce consumption:

- per drinker by 6.9% on average, reducing hospital admissions by 97,900 and violent crimes by 10,300 per year.
- per 11-18 year old drinker by 7.3%, leading to 500 fewer hospital admissions and 2,200 fewer violent crimes per year for that age category.
- per 18-24 year old hazardous drinkers by 3%, leading to 300 fewer hospital admissions and 1,600 fewer violent crimes per year.
- of harmful drinkers by 10.3%, leading to 63,200 fewer hospital admissions and 4,500 fewer violent crimes per year.
- of moderate drinkers by 3.5%, leading to 10,000 fewer hospital admissions and 1,100 fewer violent crimes per year.

A study by Aberdeen University Professor Anne Ludbrook has found middle to high-income groups are just as likely to buy off-sales at below 40p a unit as those on the lowest incomes. The study of household and income expenditure revealed the biggest-earning households bought the most off-sales. Only one in three low-income households buy off-sales, compared with two in three in the highest income bracket.

Although a minimum price of 40p per unit of alcohol would see moderate drinkers spend just £11 extra per year or 21p a week, it would lead to estimated healthcare savings of £1.37 billion and crime savings of £413million over ten years.

A minimum price would have the biggest predicted impact on the consumption of harmful drinkers. We know that harmful drinkers tend to choose cheaper alcohol, so if the price of the cheapest alcohol goes up then the consumption of harmful drinkers will fall as they can afford to drink less alcohol. Although anecdotally it is sometimes claimed that harmful drinkers will maintain their level of consumption following a price increase by spending less on other goods such as food, the evidence indicates otherwise.

---

# References

---

1. HMRC Alcohol Factsheet 2010
2. The Price is Right, Alcohol Concern, 2009
3. Statistics on Alcohol: England 2011, NHS Information Centre
4. Global Status Report on Alcohol and Health, WHO, 2011
5. Meta analysis of studies of alcohol and breast cancer with consideration of the methodological issues, cancer causes control Aug 17 (6) 759-70
6. House of Commons Health Select Committee First Report 2010)
7. Reducing Alcohol Harm, The National Audit Office 2008
8. British Crime Survey 2009/10
9. The Nielson Company 2008
10. University of Aberdeen, Report for Scottish Health Action on Health Problems (SHAAP) November 2008
11. Department for Culture, Media and Sport 2010
12. Alcohol Concern briefing Out of the Way? 2011
13. Central Office of Information 2003
14. Britain's alcohol market: how minimum alcohol prices could stop moderate drinkers subsidising those drinking at hazardous and harmful levels, Chris Record and Chris Day, Clinical Medicine 2009, Vol 9, No 5 421-5
15. Balance Perceptions Survey 2011
16. Under the Influence, BMA, 2009
17. Overexposed – alcohol marketing during the world cup 2010, Alcohol Concern
18. Reiner Hanewinkel et al, Longitudinal study of Exposure to Entertainment Media and Alcohol Use Among German Adolescents, Paediatrics, volume 103, issue 10, pp 1722-30, 2008
19. They'll Drink Bucket Loads of the Stuff, 2009, Professor Gerard Hastings.
20. James, L (2008) Winners and losers of the next UK media downturn, World Advertising Research Centre
21. Ofcom website
22. Schlossberg, 1990; Prone, 1993). Lamb et al. (1999)
23. Influence of product packaging on young people's palatability rating – study carried out by Peter Gates, Jan Copeland, Richard Stephenson and Paul Dillon published 2007 Alcohol & Alcoholism Vol. 42, No. 2, pp. 138–142, 2007
24. Home Office, Statement on Alcopops, 1997