



RETAILER NEWSLETTER



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WEST BERKSHIRE CAP NEWSLETTER

We hope this newsletter finds you, your family and your businesses in good health. We have put together this newsletter to share some of the information we feel may help you at this time and also to remind you that we are here for you. If you have any intelligence to pass on or require any guidance in these uncertain times, please contact us.

CONTENT

- ☐ Working safely during COVID-19
- ☐ Advice for businesses
- ☐ Challenge 25
- ☐ Reporting to CMA

WORKING SAFELY DURING CORONAVIRUS (COVID-19)

GOV.UK

**Guidance for people who work
in or run shops, branches,
stores or similar environments:**

CLICK HERE



COMPETITION & MARKET AUTHORITY (CMA)

There have been reports in Reading of prices being inflated both by retailers and wholesalers.

Competition law protects businesses and consumers from anti-competitive behaviour, which is illegal. It also protects consumers and businesses from being ripped off.

Please contact CMA if you have any details.

Contact: general.enquiries@cma.gov.uk
or

<https://www.coronavirus-business-complaint.service.gov.uk/>

UNDER 25?

Please show ID
when buying age
restricted products

ADVICE FOR BUSINESSES

**For free advice and guidance, click
on the links below:**

- [The Wine and Spirit Trade Association](#)
- [The Association of Convenience Stores](#)
- [Best Bar None](#)
- [British Beer & Pub Association](#)
- [Licensed Trade Charity](#)
- [UK Hospitality](#)
- [British Retail Consortium](#)

ACS PROVIDES CLARITY ON AGE VERIFICATION AND FACE COVERING

When serving customers wearing face masks or face coverings who wish to purchase an age-restricted product in-store, retailers should:

- Continue to enforce Challenge 25 policies.
- Where the retailer can't confidently assess the age of a customer they should refuse the sale.
- Where the retailer or staff member believes that the customer is younger than 25, proof of age should be requested.
- The retailer should try and verify the customer in their mask or face covering. Where they cannot confidently verify the age, they should request the mask or face covering is briefly removed. If the customer is unwilling to do this, the sale should be refused.

Citizens Advice: 0808 223 1133