

From: Richard Taylor [<mailto:RJT@gosschalks.co.uk>]

Sent: 04 September 2018 12:18

To: Mair, Susan <Susan.Mair@argyll-bute.gov.uk>

Subject: Morrisons, 40-42 John Street, Dunoon, PA23 8BJ GTE:00021000008210

Dear Susan

I apologise that I have not been able to reach you to discuss this application. I have just spoken to Kelly who was extremely helpful and she suggested that I e-mail details of the application to you as that may deal with any queries that you have.

The application for major variation is to amend box 5(f) of the operating plan to make reference to the possibility of the provision of free samples of alcohol within the designated alcohol display area.

This is part of Morrisons "Local Foodmakers" project. This project is a showcase for local products which are stocked in the stores. Tasting is part of the project which includes cheese, baked goods, butchery, pickles, preserves and alcohol.

Morrisons has made identical applications throughout Scotland and at the time of writing, free alcohol samples are permitted in 38 stores in Scotland.

Tastings of alcohol are done on an occasional basis (perhaps once a month) and are done from a small stand within the alcohol area. That stand features Challenge 25 and Drinkaware information. The stand is manned by a trained member of staff and samples are just enough to taste and appreciate the flavour and quality of the product.

Morrisons follows the Portman Group guidance on tastings which require that samples be no more than half a unit.

Sample sizes for Morrisons are 25ml for beers and wines and 12.5ml for spirits.

Recent examples of alcohol tastings permitted within Scotland stores include Porters Gin (Aberdeen), Esker Gin (Deeside), beer from a brewery called "Born in the Borders" which was established just outside Jedburgh and has a "plough to pint" ethos with beer brewed from barley grown in its own fields and brewed on the farm.

The local products are stocked within the alcohol display area and the application is not seeking to add to sales. The company is simply trying to showcase these local products which may be taken in preference to more established brands.

I hope that this information is sufficient for your needs. If not then please telephone me on my mobile (07949 13291) as I am out of the office for the rest of the week.

If it is the case that you no longer require attendance then please let me know.

Kind regards.

Richard

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