

	<b>Below cost ban</b>	<b>Minimum pricing</b>	<b>Taxation</b>
<b>Definition:</b>	'Cost' proposed as duty + VAT but some say should include production and distribution costs	A 'minimum unit price ' at which alcohol must be sold. E.g. 50 pence per unit minimum	Raising duty rates on alcohol
<b>Possible impact:</b>	Under a duty + VAT definition, only a small number of drinks or promotions may be restricted	Researchers say a 50 pence per unit minimum could save 3,000 lives per year by limiting cheap alcohol	Moderate rises in taxation are unlikely to impact high street prices
<b>Example:</b>	Wine to be sold over £2 a bottle, spirits £10.50/litre, crate of beer £8-9	A bottle of wine would be closer to £4.50, a pint of beer between £1 - £1.50	Increasing rate of tax paid on higher strength alcohol
<b>Supported by:</b>	Some industry groups have supported a 'Duty + VAT' definition	Health groups, researchers and alcohol charities; some retailers	The IFS say taxation is preferable to prevent extra revenue going to retailers
<b>Critics say:</b>	Health groups and on-trade say it won't make any impact. Does not relate to unit content so may encourage 'switching'	Some retailers and producers say it is illegal under EU competition law & would punish the less well off	Different duty rates apply to different products and fall under EU law <a href="http://www.alcoholpolicy.net">www.alcoholpolicy.net</a>