Alcohol (Minimum Pricing) (Scotland) Bill

Pricing mechanism

Dr Jan Gill

I feel that my area of expertise precludes me from commenting authoritatively on this topic.

A personal opinion would be that regular appraisal of the price which permitted e.g. annual re-adjustment might gain acceptance and therefore be ‘low key’ in terms of media coverage. It could thereby possibly deter stock piling/panic buying and also permit a more realistic appraisal of the impact of Minimum Unit pricing on the various measures of alcohol –related harm.

How the various influential factors which inform price at present, will react and adjust post the introduction of MUP are perhaps poorly modelled at present. A relatively speedy review of the MUP may be required.

Jan Gill