



Press release
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APTRA and ETRC launch simultaneous Self-Regulatory Codes of Conduct for Alcohol Sales in Duty Free and Travel Retail

In a significant step for the duty-free and travel retail industry, the Asia Pacific Travel Retail Association (APTRA) and the European Travel Retail Council (ETRC) have launched on 26 January 2012 their respective Self-regulatory Codes of Conduct for the Sales of Alcohol Products in Duty-Free and Travel Retail.

Both the APTRA and ETRC Codes introduce a set of working practices for the sale, promotion and marketing of alcohol in the duty-free and travel retail channel tailored to the needs of this specific retail channel as well as to the specificities of each region.

APTRA will be introducing its code, following board approval, across the Asia Pacific region over the coming weeks. ETRC will follow suit after receiving final approval from its membership.

The Codes reflect the on-going engagement of both APTRA and ETRC towards ensuring responsible alcohol consumption thanks to their emphasis on luxury, premium quality brands and on an adult consumption experience. Both organisations will seek high levels of observation of the Codes throughout the business.

APTRA President Sunil Tuli commented: "I am very pleased that our two organisations have decided to implement Codes of Conduct which formalise the engagement of the duty-free and travel retail industry in the fight against excessive consumption of alcohol. I hope that this initiative will be the first of many initiatives leading to greater collaboration between regional associations to promote and protect our industry".

ETRC President Frank O'Connell commented: "I am proud that our industry has committed to bring forward innovative industry practices to promote responsible retailing. This will send a strong signal of our social engagement to our partners and highlight the close cooperation that APTRA and ETRC enjoy on the various issues that we face. It also reflects ETRC's commitment to representing the interests of the duty free and travel retail industry with the EU institutions through our recent membership of the European Alcohol and Health Forum".

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