

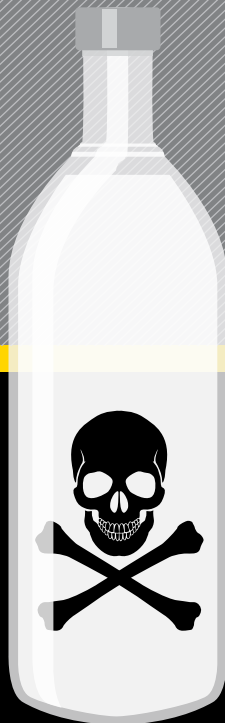
ARE YOU **BREAKING** **THE LAW** BY SELLING ILLEGAL ALCOHOL?

Sheffield Trading Standards are working with retailers to stamp out the sale of illegal alcohol in the city. This guide will help you avoid selling it.



If you are selling illegal alcohol, you could:

- Permanently lose your licence to sell alcohol
- Face a fine of up to £5000
- Face up to ten years in prison
- Get a criminal record
- Permanently damage the reputation of your business
- Seriously damage your customers' health and be liable for the consequences



This illegal alcohol could be **POISON**, and is sold by criminals.
Don't risk your licence and your livelihood.



WHAT IS ILLEGAL ALCOHOL?

There are 2 main types of illegal alcohol: counterfeit and duty diverted.

Counterfeit alcohol: fake alcohol that has been illegally produced by criminal gangs and labelled as a genuine product. We have seized hundreds of bottles of this locally. We've tested them and they're not safe to drink due to the chemicals in them and because you can't trust the stated alcoholic strength.

Duty Diverted alcohol: genuine branded alcohol, produced by legitimate drinks companies, that has been stolen in bulk. It is sold on to businesses, often at the same price as genuine duty-paid alcohol, leaving businesses at risk of prosecution from Her Majesty's Revenue and Customs (HMRC), whilst maximising the profits of criminals.

ILLEGAL ALCOHOL: SEVEN SIGNS TO LOOK FOR



1 The label may be at an incorrect angle.



2 The label may feel bumpy or there may be glue around the edges.



3 There may be an unfamiliar brand name.



4 There may be spelling mistakes on the bottle.



5 There may be no manufacturer or importer name and address.



6 The duty stamp may be incorrect. It may be the wrong size or be for the wrong product (e.g. a whisky stamp on a vodka bottle).



7 There may be sediments in the bottle.

YOU CAN AVOID BUYING THIS ILLEGAL ALCOHOL BY FOLLOWING THESE SIMPLE STEPS

- Buy your alcohol from a reputable seller – never buy alcohol from anyone bringing goods into your shop
- Always get a valid receipt when you buy any stock – it should include the company number, name, address and VAT number
- Take control of your stock – mark your boxes with supplier name and date of purchase
- Don't be afraid to ask a supplier for their contact details
- Check that products carry legitimate UK duty stamps



Retailers selling this illegal booze are pricing you out unfairly, lying to customers, damaging the retail sector in Sheffield and acting illegally.

If you think you have been sold illegal alcohol, or if you suspect another retailer is selling it, you can call us anonymously at **Sheffield Trading Standards on: 0845 404 0506** or **Crimestoppers on: 0800 555 111** or visit: **www.drinkaware.co.uk**

Remember: you may think you're on to a bargain by buying this booze, but you will pay a much bigger price in the long run.

This document can be supplied in alternative formats, please contact: 0845 404 0506

ILLEGAL ALCOHOL: LET'S STAMP IT OUT

