



making business sense

## Minimum pricing of alcohol

cebr has examined the potential economic impact of a minimum alcohol unit price being introduced in The United Kingdom, a policy which has been put forward by The Scottish Government and The Chief Medical Officer in England.

This report, which was commissioned by [SABMiller](#) plc, reviews the evidence base behind the case for minimum pricing, and provides an assessment of the potential costs and benefits to consumers, firms and wider society of the introduction of such a policy.

The full report can be accessed [here](#)

The report does not necessarily reflect the views of SAB Miller plc.

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