



Case M-003

Alcohol Pricing and Promotions  
Market Study  
Information note

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## Information note

In September 2021, following a request from the Attorney General, the Jersey Competition Regulatory Authority (**the Authority**) launched a market study into alcohol pricing and promotions. The study was focused on a specific feature of the Jersey alcohol market, which is the Attorney General's Guidance (Licensing (Jersey) Law 1974) on Drinks pricing and promotions. The study was carried out against a published terms of reference.<sup>1</sup>

In line with the timeline set out in the terms of reference, the study has now been completed and has been submitted to the Attorney General for consideration. The full report and associated findings and recommendations will be published on our website in due course.

If there are any queries on the market study, please e-mail [info@jcra.je](mailto:info@jcra.je).

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<sup>1</sup> See: <https://www.jcra.je/media/598394/alcohol-pricing-and-promotions-market-study-terms-of-reference.pdf>