



Second in the dock: plain packaging

Twitter: please use hashtags #FoodPolicyOnTrial & #PlainPackaging

We're audio recording this (not live) & will subsequently post it on our website

What we'll do today

2.00pm	Welcome and introduction
2.05pm	Expert witnesses give evidence & questioned by jury
3.15pm	Audience opportunity to ask questions
3.45pm	Your judgement
4.00pm	Close

Our jury panel

- **Jon Alexander**
- **Dr Julian Baggini**
- **Emeritus Professor Liz Dowler**
- **Jo Lewis (Chair)**
- **and you!**

Our expert witnesses

1. **Alex Haigh**, Valuation Director, Brand Finance
 2. **Craig Mawdsley**, Joint Chief Strategy Officer, AMV BBDO
 3. **Dr Helen Crawley**, Director, First Steps Nutrition
 4. **Ben Pugh**, co-founder and CEO, Farmdrop
 5. **(and you!)**
-



**FOOD
POLICY
ON
TRIAL**



Alex Haigh

GET READY FOR **PLAIN PACKAGING**

No logos, colours, brand images or promotional information

Pack surfaces in a standard colour

Brand and product names in a standard colour and font

Graphic Health warnings used in conjunction with plain packaging

- Reduce attractiveness of tobacco packaging
- Eliminate tobacco advertising and promotion
- Limit deceptive tobacco packaging
- Increase effectiveness of tobacco health warnings



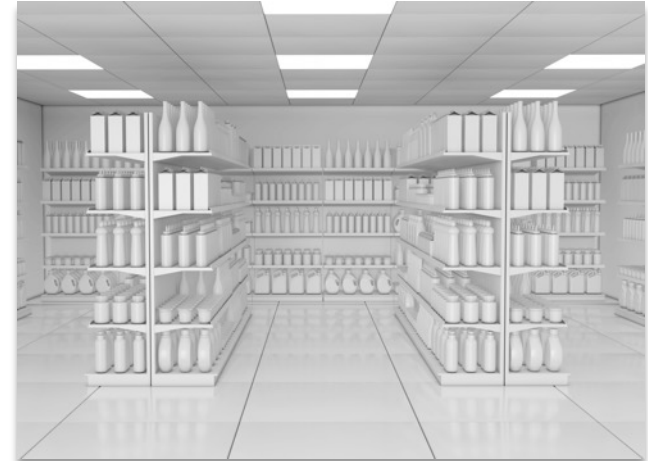
Plain Packaging – The Damage

Alex Haigh, Valuation Director, Brand Finance



Damage to those consuming these products

- Removes consumer choice
- Monopolisation of the market
- Lower quality products
- Push towards unregulated and adulterated products



Damage to brands

Findings from the Brand Finance Plain Packaging 2019 report

- **\$234.0 billion** of enterprise value stands to be lost
- The implied loss across the entire beverage industry is **\$430.8 billion**
- Alcohol producers: AB InBev, Heineken, and Pernod Ricard, would see **100%** of their revenue exposed



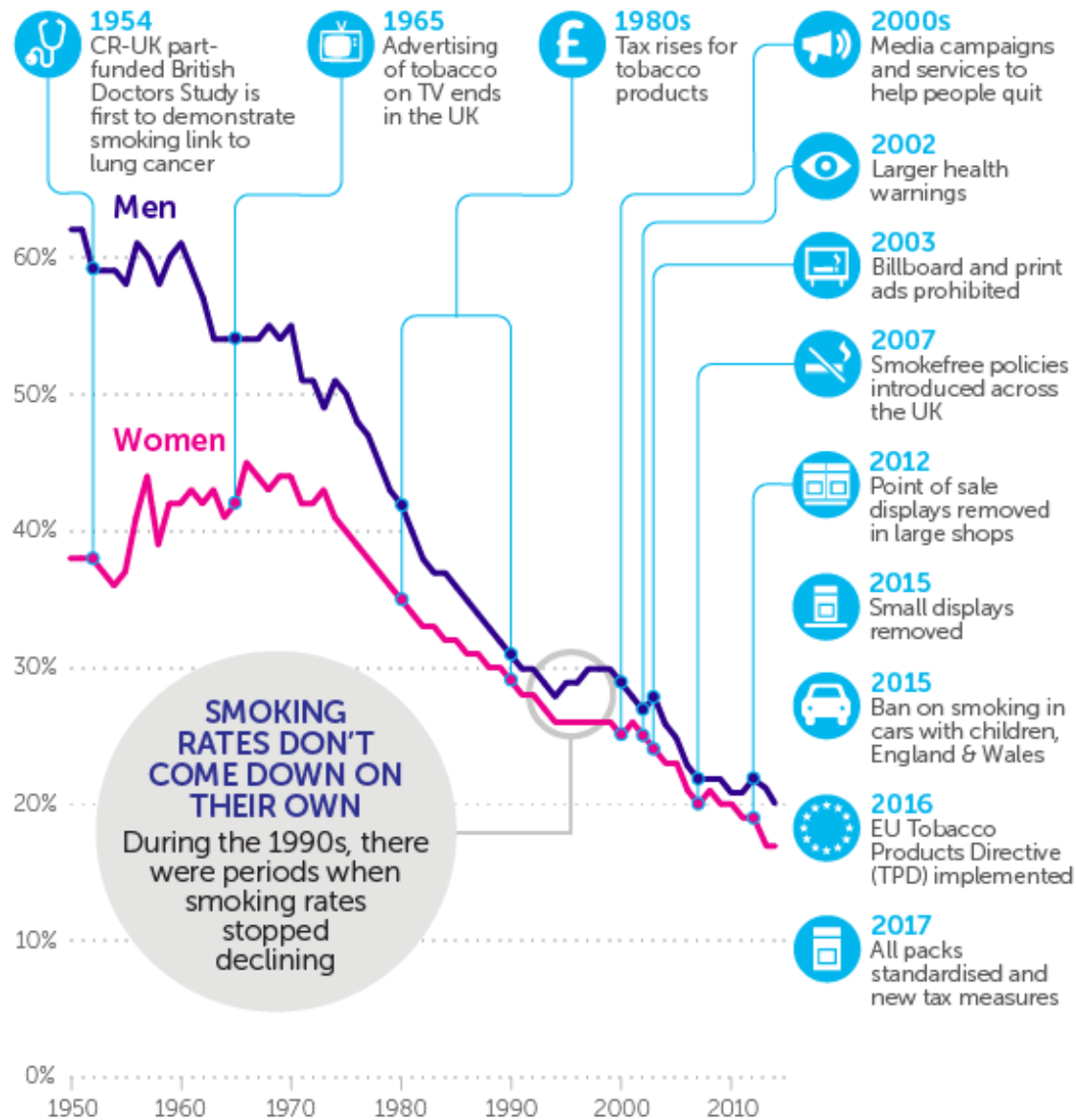


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Craig Mawdsley

SMOKING RATES DECLINE WITH ACTION



Source: Adult Smoking Habits in Great Britain. Opinions and Lifestyle Survey, ONS

LET'S BEAT CANCER SOONER
cruk.org





**FOOD
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Dr Helen Crawley



Ella's
kitchen



broccoli
pears
+ peas



stage
1

from
4
months

super smooth

100%
I'm organic



← tear here

KIDDYLICIOUS®

it's delicious

1 OF 5
A DAY

strawberry & banana

Smoothie Melts

LACTOSE
FREE

NO
PRESERVATIVES

suitable for
12
months+
to grown ups

Crunchy, melty
fruity bites



PACKED WITH REAL FRUIT ♥



from
4-6m
onwards

Complete-Care
✔ natural source of Omega-3
✔ no added salt
✔ absolutely no preservatives



**grandpa's
sunday lunch**

125g

Best Before Date: See Back
Safety Button on Lid
do not use if broken



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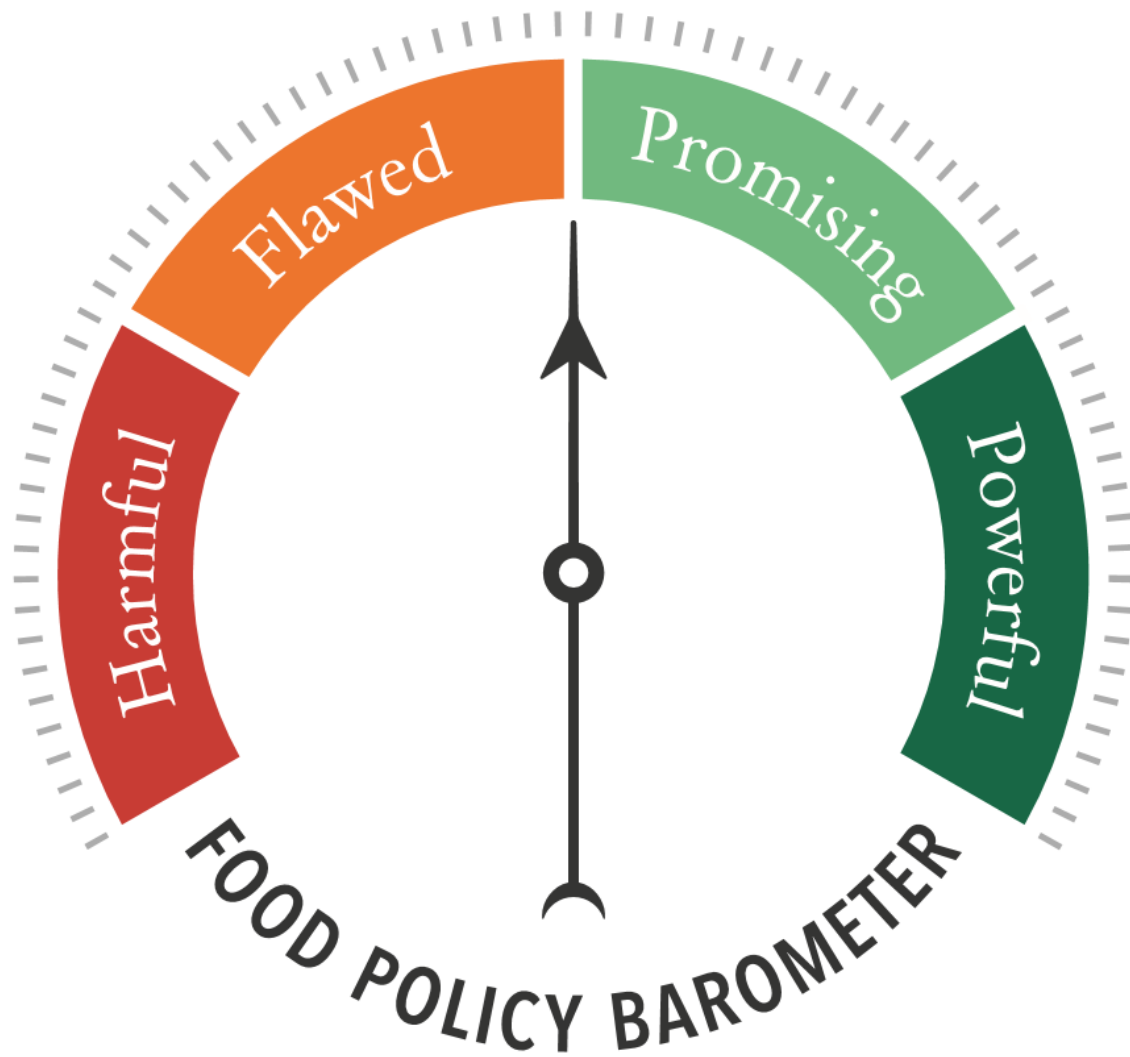
Ben Pugh



Comments & questions from the audience

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Deliberation and judgement...



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