drinkaware

Annual Trustees' Report 2025

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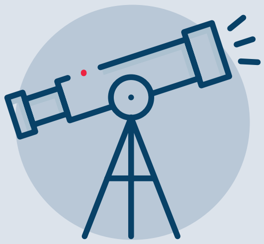


Our vision

Working together to reduce alcohol harm across the UK.

Our mission

Using our expertise to give government, industry, communities, and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

Contents

Foreword from the Chair of Trustees

Drinkaware's objective is clear: to reduce alcohol harm. We work with policy makers, public health, industry, and wider civil society to provide people with the tools and motivation they need to change their relationship with alcohol, if they want to.

87%

of UK drinkers use one or more techniques to moderate their drinking

The publication of the Government's 10 Year Health Plan for England marked a positive shift towards prevention and early intervention. As the UK's leading alcohol charity, we look forward to working closely with the Government and other stakeholders to help implement this plan and collectively tackle alcohol-related harms.

Encouraging trends

There have been some positive trends in recent years. People are drinking less often and, when they do drink, they are less likely to binge drink and to exceed the Chief Medical Officers' (CMOs') low risk drinking guidelines of 14 units per week. Younger generations, in particular, are also more aware of the way in which risky drinking can impact their physical and mental health. However, with one in five UK adults drinking above the CMOs' guidelines there is still more to be done.[1]

Nearly nine out of 10 (87%) UK drinkers use one or more techniques to moderate their drinking, with taking drink-free days during the week still the most popular method.[2] Often used as a way to moderate drinking, the low alcohol and alcohol-free drinks market continues to grow with 45% of UK drinkers consuming one of these drinks in the last 12 months, up from 22% in 2021.[3]

Building strong partnerships

2025 was a year of strengthening and deepening our partnerships. We hosted roundtables and webinars with our funders, delivered presentations at parliamentary and policy events, and officially launched the findings of our annual Drinkaware Monitor survey at a Parliamentary reception.

Through our campaigns, we continued to encourage more people to have conversations about their drinking and to normalise alcohol screenings.

We extensively consulted with our partners, the public, academics, and other stakeholders throughout 2025 to ensure our work remains evidence-led and deeply informed by the communities we support.

We know in order to reduce the harm alcohol causes, Drinkaware needs to be a trusted partner to industry and government and reach the public with information and advice that is presented with clarity, relevance, and independence.

Reaching more people

To extend our reach further and support even more communities, we plan to grow our operational team to deliver new projects we have planned in 2026 and beyond.

In 2027, I will be stepping down as Chair of Trustees. Since my appointment in 2021 we have made great strides in reducing alcohol harm in the UK and I look forward to spending my final year as Chair working with colleagues to accelerate those positive trends further.

I would like to thank everyone who has supported Drinkaware throughout 2025.

A special acknowledgment goes to our Trustees, whose guidance is invaluable to our organisation. We welcomed three new Trustees to the Drinkaware Board in 2025: Chris Jowsey, an award-winning CEO; Emma Reynolds, a seasoned corporate affairs professional; and Rosie Donachie, who has spent over two decades working in policy and public affairs. Their wealth of experience and expertise further strengthens Drinkaware's commitment to being evidence-led in everything we do.

I would also like to thank our Independent Advisory Panel (IAP), chaired by Dr Paul Hughes, which continues to play an important role in ensuring we provide the most accurate and helpful alcohol advice and information to the public. Finally, to all Drinkaware staff, your dedication and hard work have undoubtedly contributed to our many successes.

We remain committed to building on the successes of 2025 and continuing to work tirelessly to reduce alcohol-related harm in society. I am confident that with the support of our partners and dedicated team, Drinkaware will continue to make a significant and lasting impact.

Lucy Armstrong
Chair, Board of Trustees

45%

of UK drinkers consumed low alcohol or alcohol-free drinks in the last 12 months

Chief Executive's Report

Since joining Drinkaware three years ago, I have been encouraged by continued positive shifts in low risk drinking.

1.7m

people have completed a Drinking Check since 2023

By building on our digital tools, systems, and resources, we are working to turn these trends into permanent habits – preventing alcohol-related harms before they occur.

I would like to take this opportunity to reflect on the progress we have made.

Alcohol screenings are a cost-effective intervention that can reach people at scale. As a prime example, I am very proud of our Drinking Check, which helps people identify their personal health risks and provides tailored, practical advice. The tool was completed over 470,000 times in 2025; 1.7 million people have completed a check since 2023.

Our Drinking Check is helping normalise alcohol screenings for more people than ever. Eight out of 10 people who took the quiz had never completed an alcohol assessment before.

Understanding the challenge

We want everyone to feel empowered to take control of their health by understanding the impact of their drinking. But awareness remains a barrier. Four in 10 adults don't know the weekly unit limit,[4] and only 6% of UK drinkers have ever sought advice about their own drinking.[5]

One in five UK adults are drinking above the CMOs' low risk drinking guidelines,[6] and while we are seeing a positive trend in moderation and a decline in binge drinking, significant challenges persist. Alcohol specific deaths have been at record levels and while there is tentative evidence they are slowly beginning to fall, there remains significant work to bring these numbers down.[7]

A collaborative approach

The UK public health landscape is shifting. We welcomed the inclusion of alcohol in the Government's 10 Year Health Plan for England and its emphasis on prevention and a digital-first approach.

Drinkaware is already delivering on this plan. In 2025 we developed the Drinkaware Hub, providing advice and educational resources for funders and partners, and delivered a new UK-wide Alcohol Support Service Finder to address gaps in signposting and improve access to local specialist help.

Partnerships are vital too, helping us reach more people through the brands they trust. Our partnerships have more than doubled in the last three years – with 15 in 2025.

We want everyone to feel empowered to take control of their health by understanding the impact of their drinking.

Our collaboration with men's suicide prevention charity Andy's Man Club (AMC) shows the impact they can have. The 'It's okay to talk about drinking' campaign targeted 2.5 million men aged 45 to 64 identified by our research as regularly drinking at risky levels.[8] The campaign videos were viewed 14 million times and led to more than 16,500 Drinking Check completions. Notably, 86% of these men were accessing a screening for the first time.

A leading voice

Our impact relies on being a trusted source of health information. Our brand awareness has grown – 58% of UK adults know us (up from 51% in 2023), and one in five people (21%) saw our health advice in the last year – second only to the NHS.[9]

Our media presence has more than doubled in the last three years, with over 6,700 media mentions in 2025 alone. On social media, our organic content was seen 1.6 million times, driving 65,000 engagements.

Our future plans

Currently, the UK has a clear gap in support for 'increasing risk' drinkers.[10] Our research has found there are around seven million people who are drinking at these levels,[11] and we have refined our approach to focus on them.

This group is the largest contributor to NHS alcohol-related costs and yet are often overlooked by policy and public health because they don't require clinical treatment.

To bridge this gap, our objectives are clear. We will work to reinforce moderation as the cultural norm, making it an easier choice for more people. We will provide people with the guidance and support they need to cut back, and work with others to influence and accelerate positive shifts in moderation.

I would like to thank our Trustees for all their support and welcome new Board members who joined in 2025. On behalf of the entire leadership team, I also want to thank our Chair of Trustees, Lucy Armstrong, who will step down from her role in 2027. Her enormous contribution since joining Drinkaware has made us a stronger, more resilient organisation.

This is a pivotal moment. The Government's focus on prevention and reducing pressure on the NHS creates a real opportunity to drive forward our shared ambition to reduce alcohol harm. By combining evidence-based information, signposting, partnership working, and practical tools like our Drinking Check we can support meaningful behaviour change and accelerate systemic change.

Karen Tyrell
Chief Executive Officer

1 in 5

people saw our health advice in the last year

Reference and administrative details

Directors and Trustees
The Directors of the charitable company (the charity) are its Trustees for the purposes of charity law. The Trustees and Officers who served during the year and since the year-end were as follows:

Chair:
Lucy Armstrong

Trustees:
Paul Wells
(resigned 26 March 2025)
Bruce Ray
David Hutchinson
Remalie Comport
Simon Stephens
Chris Jowsey
(appointed 26 March 2025)
Emma Reynolds
(appointed 3 June 2025)
Rosie Donachie
(appointed 3 June 2025)

Chair of Independent Advisory Panel:
Dr Paul Hughes

Chief Executive Officer:
Karen Tyrell

Company Secretary:
Tiffani Burkitt

Registered office:
1st Floor Michael House
35 Chiswell Street
London
EC1Y 4SE

Company number:
4547974

Charity number:
1094586

Scottish Charity number:
SCO43163

Auditors:
Moore Kingston Smith LLP
9 Appold Street
London
EC2A 2AP

Bankers:
CAF Bank Limited
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4TA

Solicitors:
Lewis Silkin LLP
5 Chancery Lane
Clifford's Inn
London
EC4A 1BL

Drinkaware organisational strategy 2023-2025

Drinkaware is the UK's leading alcohol charity. Founded in 2006 by the Government, devolved administrations, and industry stakeholders, our vision is to work with a range of partners to reduce alcohol harm in the UK.

Our approach is evidence-led. Our campaigns and initiatives are informed by the work of our experienced research team and Independent Advisory Panel, allowing us to fully understand drinking behaviour in the UK.

We provide impartial information, advice and tools, and develop campaigns to support governments, industry, communities, and millions of people across the UK to make informed decisions about their drinking and how to reduce the harm it can cause.

Drinkaware's role has always been about meeting drinkers where they are, supporting informed choice, reflection and early intervention – particularly for the many people who don't see themselves as needing formal support.

Around one in five UK adults drink above the CMOs' low risk drinking guidelines,[12] placing them at increasing risk of alcohol-related harm.

These people are unlikely to be in contact with specialist services, which is why Drinkaware focuses on them early through practical tools and trusted, non-judgemental information, wherever and however they drink.

Our impact

Over the last three years we have:

- Led the way with normalising alcohol screenings
- Reached people at scale, targeting risky drinkers and proving our impact
- Adapted how we work with industry partners
- Developed more positive partnerships

Goals

1

Working together to reduce alcohol harm
We'll partner with industry, governments, and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.

2

Voice
We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm.

3

Information and support
We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it.

4

Research and expertise
We'll become the trusted experts in our field, generating and sharing knowledge and insight.

5

Infrastructure
We'll be a great place to work, with simple, effective systems and a sustainable income.

Values

Solid reasoning
We seek and use both hard evidence and expert insight to shape our work and inform our voice.

Clarity with empathy
To reduce alcohol harm and strengthen informed choice, we make every effort to communicate clearly and constructively, and express our thoughts with care to make a positive difference.

Principled partnership
We work with others to maximise impact, while exercising our independence to deliver on our purpose.

Understanding and connecting
In every aspect of our work, we support people by listening well and focusing on what matters most to them. We embrace each individual's unique situation, perspectives, and skills.

Determination and curiosity
Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response.

Our plan in 2025

We continued to focus on reaching people who drink above the CMOs' low risk drinking guidelines. However, we prioritised mid-life men (aged 45-64) after our research showed 2.5 million are putting their health at risk by regularly drinking above the guidelines of 14 units per week.[13]

Only 6%

of UK drinkers have ever sought help or advice about their drinking

Nearly a quarter (24%) of mid-life men don't think they can talk to someone about their drinking without feeling judged – a significant barrier many men face when it comes to opening-up, and one that highlights the need for better support. Read more about the campaign **on page 28**.

We also wanted to reach people who had never completed an alcohol assessment. Only 6% of UK drinkers have ever sought help or advice about their drinking. And two-thirds (67%) have never been asked to complete an alcohol assessment.[14] We wanted to empower these people to better understand their drinking and how it could be impacting their health by completing our Drinking Check.

Each year we run our Monitor survey to track and understand the nation's drinking. In 2025, we looked into how people moderate their drinking to better understand what drives them to take that first step in cutting back. We found that social connection can be hugely influential in shaping our relationship with alcohol.

The UK CMOs' low risk drinking guidelines advise that to keep health risks from alcohol low, you should drink no more than 14 units per week, spread over three or more days with several drink-free days, and no bingeing.

Our Drinking Check is an easy-to-use digital prevention tool, based on the internationally recognised World Health Organization (WHO) Alcohol Use Disorders Identification Test (AUDIT). It offers simple, actionable advice to people who might benefit from cutting back.

Four in ten UK adults say they know someone who has stopped drinking or is cutting back. Among younger adults, it's nearly half.[15] When someone close to us changes their behaviour, it often prompts us to reflect on our own. In fact, you are twice as likely to have reduced your drinking in the past year if you know someone else who has done the same.[16] In essence, as moderation spreads it can influence those around us and create a ripple effect.

During 2025, we worked on developing two new support tools: an Alcohol Support Service Finder and the Drinkaware Hub. The service finder is an online tool to help higher risk and possibly dependent drinkers easily find and access local specialist support services. The Drinkaware Hub is a 'one-stop shop' for funders and partners to access alcohol information, advice, and guidance to share with their staff and customers. Read more about the new tools, launched in early 2026, **pages 34** and **35**.

Our partnership activity grew further during 2025. Partnerships are key to reaching more people, influencing society more widely, and delivering meaningful change.

2025 marked the end of our three-year business plan. We met with more than 100 people throughout the year to discuss our future priorities. This included: holding workshops; speaking with members of the public; consultation with Drinkaware staff and independent advisors; engagement with our partners in industry; and drawing on the expertise of academics, behavioural scientists, and leaders from across the charity sector. Read more about our future plans **on page 41**.

15

Our partnerships have more than doubled in the last three years – with 15 in 2025

Drinkaware in numbers

Our Drinking Check campaign content was engaged with over 2.3 million times, with 2.8 million full plays of our video content

470,447
completions of our Drinking Check, of which **352,746 were risky drinkers**

Our organic social media content was seen
1,657,071
times and engaged with by **64,953 people**

Our brand awareness has increased from
51% to 58%
in the last three years with **trust in our brand at 58%** in 2025

62,886
downloads of our MyDrinkaware app with **21,918 drink-free days tracked**

7,256
people took part in our UK-wide 2025 **Drinkaware Monitor survey**

2,180,960

people visited our website to view our **fact pages, advice and support, or tools**

6,787

mentions across **print, broadcast, and online media**

124 funders and 314 logo licence holders

Attended or presented at 10 parliamentary and policy events

269 NHS organisations

downloaded or purchased items from the Drinkaware shop

Four major policy areas

were informed by Drinkaware evidence

Two national consultation responses submitted

16 roundtables and webinars with our funders

Drinking trends in 2025

46%

of UK adults drinking at least once a week (compared to 52% in 2018)

UK adults are drinking less alcohol, and less often, than they did in 2018

UK adults are drinking less often than in previous years, with 46% drinking at least once a week,[17] compared to 52% in 2018.[18] This shift has been driven by a reduction in UK adults drinking very regularly (four or more times a week), declining from 18% in 2018 to 14% in 2025.[19] There has also been an increase in UK adults who report never drinking over this period, rising from 12% to 16%.[20] UK drinkers also appear to be drinking less alcohol when they do drink, with drinking one or two units on a typical drinking day increasing from 41% in 2018[21] to 47% in 2025.[22]

But progress in some areas has slowed in the last year

In terms of frequency, drinking at least once a week has remained stable since 2024, at 45-46%, as did drinking four or more times a week (remaining at 13-14%). Meanwhile, in terms of the amount of alcohol, drinking seven or more units in a typical drinking day remained at 14%, and binge drinking at least once a week remained at 11%.

More UK drinkers report never binge drinking

For the second consecutive year, the percentage of UK drinkers who report never binge drinking has increased from 36% in 2023[23] to 41% in 2025.[24] Such a change in a short space of time is significant and may reflect a wider cultural shift towards moderation. This is particularly true of younger drinkers (aged 18-34) who are driving this trend and since 2023 are 32% more likely (in relative terms) to never binge drink (25% in 2023 vs 33% in 2025).[25,26]

Moderation has shown signs of stagnation in the last year

Another encouraging shift seen over the longer term is an increase in the proportion of UK drinkers who use at least one technique to moderate their drinking, which increased from 84% in 2018[27] to 87% in 2025.[28] Despite this progress, there may be early indications of stagnation in the past year with the proportion of UK drinkers moderating their drinking falling from 90% in 2024[29] to the same levels as those seen in 2023 (87%).[30]

87%

of UK drinkers using at least one technique to moderate their drinking (compared to 84% in 2018)

Drinking within the low risk drinking guidelines continues to rise steadily

Encouragingly, 82% of UK drinkers now drink within the guidelines, rising from 77% in 2018,[31] while drinking above the guidelines declined from 23% in 2018[32] to 18% in 2025.[33] Both men and women who drink have become less likely to exceed the guidelines since 2018, although men show a slightly greater rate of change (down by 25% and 21%, respectively).[34,35] Men, however, are still more than twice as likely to exceed the CMOs' guidelines as women in 2025 (24% vs 11%).[36]

Despite these shifts, there are still around seven million UK adults who drink at increasing risk levels (defined as drinking 15 to 34 units a week for women and 15 to 49 units for men).[37,38] Given the sheer size of this group, it is essential that they are effectively reached and empowered to moderate their drinking and, subsequently, reduce their risk of alcohol-related harm.

Use of low alcohol and alcohol-free drinks has doubled in recent years

While use of almost every moderation technique declined between 2024 and 2025, the use of low alcohol and alcohol-free drinks remained stable, with 33% of UK drinkers using low alcohol alternatives and 31% using alcohol-free.[39] This builds on a substantial shift in the use of these drinks which has more than doubled over the last few years, with 45% of UK drinkers consuming at least one of these products in the last 12 months in 2025,[40] up from 22% in 2021.[41]

Overall, those who drink low alcohol and alcohol-free drinks tend to use them as substitutes for regular alcoholic drinks (61%) while just 5% only drink them alongside regular alcoholic drinks.[42]

UK drinkers are most likely to be moderating for a health reason

Although UK drinkers are generally not very concerned about the effect of their drinking on their future health, health features most prominently in their reasons for moderating. Two in five (41%) UK drinkers reported moderating for better physical health, while over one-third (34%) moderate to reduce long-term health risks.[43]

82%

of UK drinkers drink within the CMOs' low risk drinking guidelines (rising from 77% in 2018)

Over 1 million

alcohol-related hospital admissions in 2023/24

Those around us may also influence us to cut back

Not only are drinkers largely motivated to moderate by health worries, the behaviours of those around us may also be affecting our own behaviour. Our 2025 Drinkaware Monitor revealed that those who are cutting back may influence other people's perceptions about drinking. For example, drinkers who know someone who is reducing the amount they drink are less likely to think they don't need to change anything about their drinking (67% vs 80%), or that changing their drinking is a waste of time (35% vs 46%).[44]

Seeking support remains low

A minority of increasing risk drinkers have contacted a service for support with their drinking, which has remained stable since 2023 at 4-5%.[45,46] Additionally, little progress has been made with alcohol assessments – an important tool for reducing and preventing alcohol harm. The proportion of increasing risk drinkers being asked to complete an alcohol assessment has remained stable, and at a relatively low level among increasing risk drinkers between 2023 and 2025 (38-39%).[47,48] Increasing the uptake of alcohol assessments could help to support moderation efforts and reduce alcohol harm in the UK. Research suggests these assessments or 'brief interventions' can reduce the number of heavy drinking days, drinking days per week, drinks per drinking day, and drinks per week.[49]

39%

of increasing risk drinkers completed an alcohol assessment

Alcohol-specific deaths have declined but hospital admissions have increased

In February 2025, Office for National Statistics (ONS) figures revealed there were 10,473 deaths from alcohol-specific causes in the UK in 2023 – the highest number on record.[50] However, more recent insights from England show a decline in alcohol-specific deaths from 8,274 in 2023 to 7,673 in 2024.[51] While alcohol-specific deaths appear to be falling in England, they are still higher (around 32% higher) than they were in 2019 (5,819)[52] and have reached a new high in Northern Ireland.[53]

Despite a decline in alcohol-specific deaths in England, there has been an increase in alcohol-related hospital admissions, from 942,000 in 2022/23 to over one million in 2023/24.[54] Hospital admissions for alcohol-related cardiovascular disease, mental and behavioural disorders due to alcohol, and alcoholic liver disease have all seen increases.[55]

Progress against strategic objectives

Drinkaware is the UK's leading alcohol charity. Working together with individuals, communities, academics, researchers, industry, and governments, our vision is to reduce alcohol harm across the UK.

1 Working to reduce alcohol harm

Drinkaware sits at the heart of a wide network that includes national and local government, the alcohol production and sales industry, health care providers, and charities. This position allows us to reach more people and achieve more than we ever could alone.

Engaged with five UK government departments and more than 20 MPs and MSPs through meetings, events, and briefings

Worked with 15 partners to support the public with information and guidance on reducing alcohol harm

Wrote to around 100 MPs across the UK ahead of the latest ONS data on UK-wide alcohol-specific deaths, highlighting Drinkaware's analysis and research on alcohol and deprivation

Throughout 2025, we continued to expand our partnership work to provide people with the knowledge and support to make informed decisions about their drinking and how to reduce the harm it can cause. We did this through promoting our Drinking Check, sharing real stories from people like them, and making it easier for people to seek further support if they need it.

Our work with partners

Morrisons and Paydens pharmacies

In January, we partnered with our funder Morrisons to promote the Drinking Check across all 117 of their in-store pharmacies in the UK. Pharmacists encouraged customers to complete the tool to better understand their drinking habits and provided customers with brief advice, according to their risk level.

The month-long trial involved Drinkaware providing bespoke training on how to use the Drinking Check to all participating pharmacists. Posters and leaflets were also clearly displayed across all pharmacies encouraging customers to check their drinking.

We also partnered with Paydens to promote the Drinking Check across 128 of its pharmacies in south-east England. This opportunity allowed us to trial the Drinking Check in a high-street, community pharmacy setting, alongside other NHS services such as blood pressure checks and smoking cessation support.

Considerate Constructors Scheme (CCS)

As part of our ongoing partnership with CCS, Drinkaware was invited to be part of a wellbeing fair at Hinkley Point – one of the UK's largest construction sites run by energy company EDF.

Across two days, our team spoke with more than 900 employees and contractors, having conversations about moderation. Our interactive stand featured a home pouring challenge, where people could compare their usual home measures by using our alcohol unit measuring cup. We also shared insights from our new Drinking at Home report. Read more on page 37.

In December, we visited one of the flagship CCS sites in Leeds and delivered alcohol awareness training to construction workers on site throughout the day. Managers were also taken through the toolkit we created in collaboration with CCS to help them feel more confident starting conversations around alcohol with their teams.

X-on Health

In October, we started a new partnership with X-on Health – one of the UK's leading providers of digital solutions for primary care providers. Drinkaware's evidence-based resources are now integrated into X-on Health's AI Surgery Assist chatbot which is used by GP surgeries across the UK. The chatbot was developed to better signpost patients and reduce demand on surgeries.

Whether a patient mentions alcohol in relation to prescriptions, mental health, or general wellbeing, Surgery Assist recognises the query and directs them to Drinkaware where they can find relevant advice and tools. For example, tips on how to moderate drinking or facts on how alcohol can affect mental health.

This early, non-judgemental intervention ensures patients receive timely support while helping GP surgeries preserve clinical time for more complex issues. This integration supports the NHS shift towards preventative, community-first care, as outlined in its 10 Year Health Plan for England.

Our work with Government

Our focus throughout 2025 was on building and maintaining relationships within government. Our activity centred on demonstrating how Drinkaware supports government and is helping to implement the NHS 10 Year Health Plan for England.

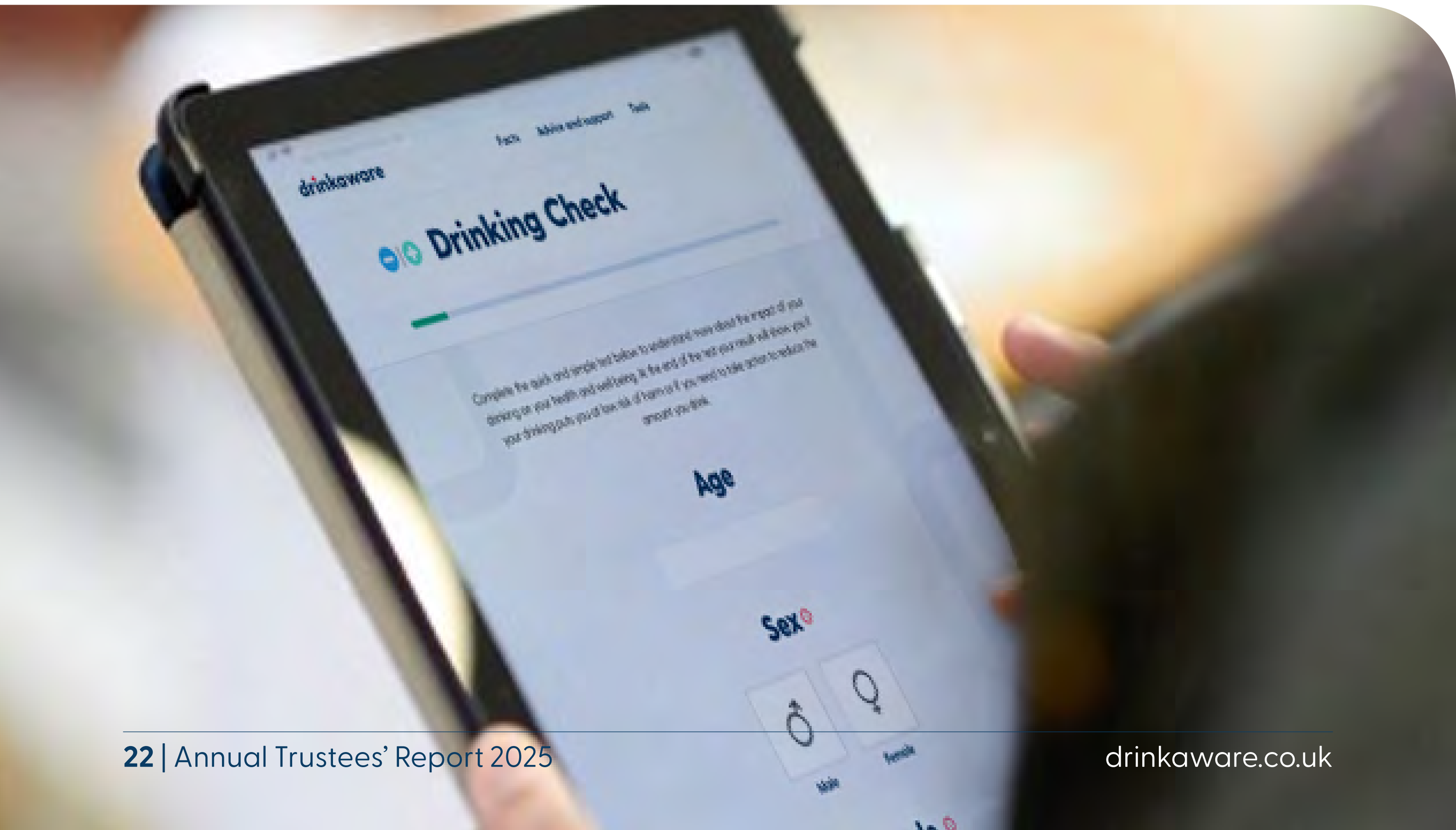
284,000

Drinking Checks completed by risky drinkers in 2025

Alcohol harm has moved up the political agenda with the Government putting more emphasis on prevention and on reducing avoidable pressure on the NHS. This creates a real opportunity for Drinkaware to show how evidence-based information, signposting, and practical tools, such as our Drinking Check, can support meaningful behaviour change. With our Drinking Check completed by nearly 284,000 risky drinkers in 2025 who had never had an alcohol assessment before, it shows we are contributing to the government's prevention agenda.

Across the year we met with policy teams in the Home Office and Department for Environment, Food & Rural Affairs (Defra). We also connected with Welsh civil servants and new teams in Westminster such as the licensing taskforce and the alcohol advertising team in the Department for Digital, Culture, Media and Sport (DCMS).

Looking ahead, our focus remains on deepening these relationships, making sure our evidence and tools inform policy, and helping the Government deliver on measurable improvements in alcohol harm reduction across the UK.



Highlights from 2025

Monitor survey Parliamentary launch

In September, we formally launched the findings of our annual Monitor survey at a Parliamentary reception hosted by Deputy Speaker of the House of Commons, Judith Cummins MP. The event, also supported by Danny Chambers MP who spoke at the launch, was attended by around 80 people including parliamentarians and alcohol industry, charity, and research stakeholders. We spoke about the findings with government stakeholders including ONS and alcohol policy teams within the Home Office and Defra, discussing how we can work together towards our shared goal of reducing alcohol-related harms.

2025 Labour Party Conference

We attended the Labour Party Conference in Liverpool and met with several Labour MPs and staffers, including Business Secretary Peter Kyle. Our CEO, Karen Tyrell, also took part in a private roundtable hosted by the International Longevity Centre (ILC) and Independent Age on improving community and neighbourhood health.

Government consultation responses

Over the summer, we submitted two formal evidence responses to government consultations: the **Men's Health Strategy** and the **LGBT+ health evidence review**. Both responses highlighted the need to better address alcohol's role in health inequalities and to draw on robust evidence to inform the design of evidence-based interventions.

Drink spiking

Throughout the year, we continued to engage with people on the issue of drink spiking and held regular meetings with the Home Office. We met with stakeholders to discuss the need for a centralised information hub on tackling drink spiking and continue to work with government to find a suitable solution. We also supported the Home Office with updating its drink spiking web pages. We started a new project with Spike Aware UK and shared our research with Operation Lester, a policing operation focused on tackling drink and drug spiking incidents in the UK.

Our work in Scotland

Adults in Scotland are drinking less frequently compared to UK drinkers as a whole but, when they do drink, they drink more alcohol.

80%

of drinkers in Scotland drink within the CMOs' low risk guidelines

Four in five (80%) drinkers in Scotland drink within the CMOs' low risk guidelines, similar to the UK overall, and two in five never binge drink (38%, similar to UK levels at 41%). Nearly nine in 10 (89%) use at least one moderation technique (similar to the UK overall at 87%). Scottish drinkers are more likely to take drink-free days during the week compared to all UK drinkers (71% vs 66%) but less likely to drink lower strength alcohol (29% vs 33%).

Similar to the rest of the UK, the use of low alcohol and alcohol-free drinks has risen significantly from 21% in 2021 to 42% in 2025. One in three (35%) have tried to reduce their drinking in the last 12 months (similar to the UK overall at 36%) and they are more likely to do so if they know someone who is also cutting back. Adults in Scotland are more likely to consider alcohol a burden on public health services compared to all UK adults, although they are no more likely to have seen information on the associated health risks. **Read more here**.

35%

of adults in Scotland have tried to reduce their drinking in the last 12 months

Our work with Scottish government

In September, the National Records of Scotland published the latest alcohol-specific deaths statistics.[56] While it's encouraging to see alcohol-specific deaths in Scotland start to fall, after many years of increases, more must be done to drive these numbers down further.

At Drinkaware, we work with people across Scotland and the UK to better understand people's drinking habits. By using tools such as our Drinking Check, people can identify if their drinking is putting their health at serious risk and use our advice to help them cut back.

Ahead of the Scottish election, we engaged with MSPs on our research, partnership activity, and the value we bring. We met with several MSPs during a visit to Holyrood.

Our work with Scottish partners

9% of our funders and 13% of our logo licence holders are based in Scotland.

Spike Aware UK

We partnered with the charity Spike Aware UK to raise awareness of drink spiking among students attending universities and colleges across Scotland. The partnership coincided with the publication of our 2025 Monitor which revealed 1.5% of adults in Scotland – approximately 67,000 people – reported being a victim of drink spiking in the past year.[57]

Together we attended 15 freshers' fairs and spoke with students about the risks of drink spiking and what to do if they suspected they or a friend had been spiked. We had stands providing information and advice on drink spiking, and also distributed educational resources and information on our tools to help students assess, track, and set goals to reduce their drinking.

Our research found

91% of adults in Scotland believe drink spiking most often involves adding illegal drugs to drinks without consent

80% recognise that spiking can also involve adding alcohol to a non-alcoholic drink without the person's knowledge

Almost half (47%) of people spiked in the UK in the past year were aged 18 to 34

Scottish Alcohol Industry Partnership (SAIP)

We ran a Scotland-focused Drinking Check campaign in collaboration with SAIP. The campaign aimed to increase awareness of the risks of harmful drinking and shared tips on how to moderate and stick within the CMOs' low risk drinking guidelines.

We ran digital advertising campaigns on Facebook and Instagram targeting people over 18 who drink alcohol, encouraging them to complete the Drinking Check. The campaign ran for three weeks and achieved 2,755 Drinking Check completions and generated more than 1.4m impressions.

2,755

Drinking Check completions

2 Voice

We want to make drinking within the low risk guidelines a normal and positive part of drinking culture in the UK. To do this, we need to help people have earlier and more open and honest conversations about alcohol and make it easier for low risk drinking to be supported and normalised across local communities.

Our mid-life men campaign videos were played 14 million times

Our partnership with Jameson and English Football League achieved the highest level of daily Drinking Check completions ever – 9,000 on the first day

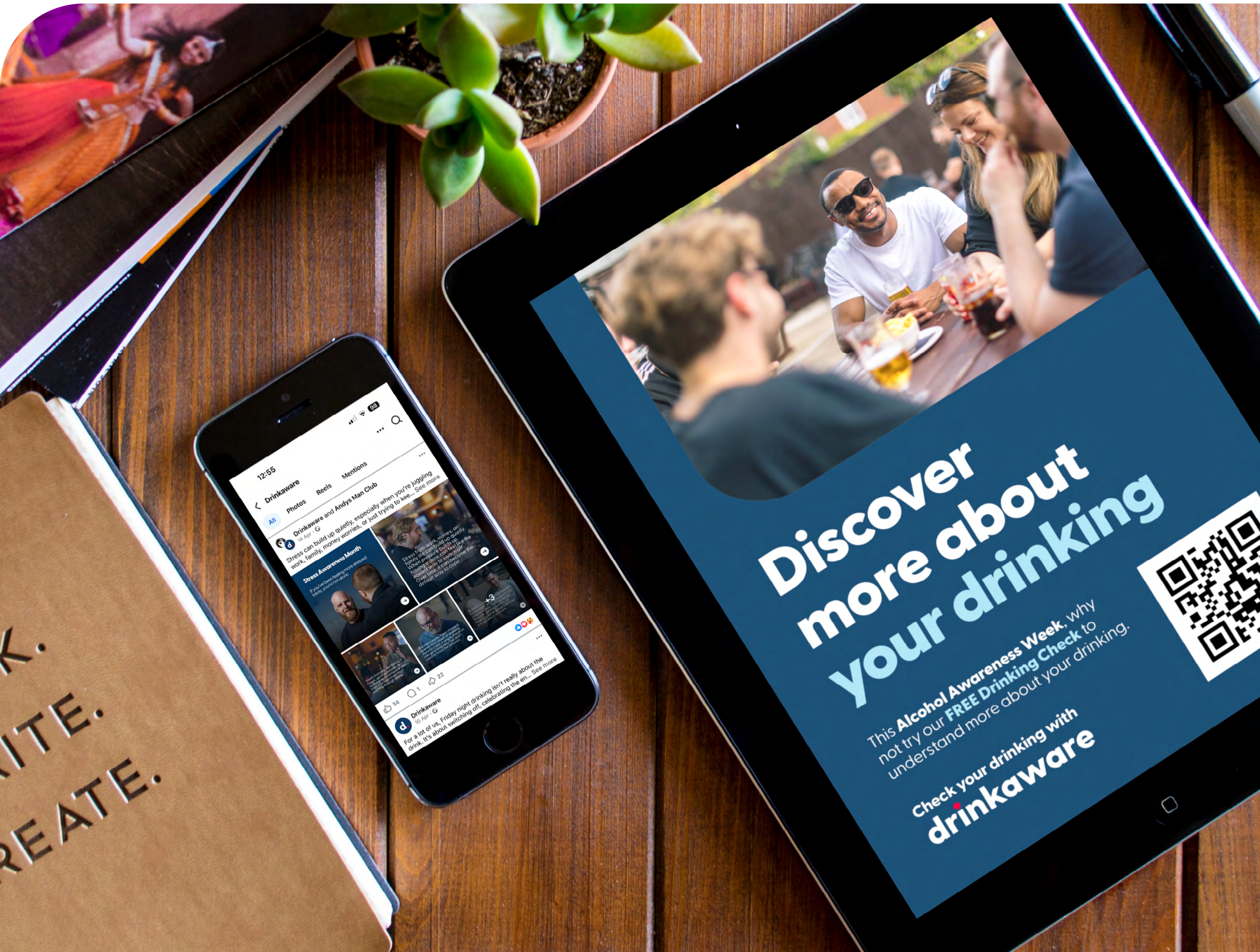
Drinkaware was mentioned 6,787 times across print, broadcast, and online media – a 35% increase compared to 2024

Public engagement with health information is undergoing a significant transformation. Rather than relying on visiting specific websites people are getting information where they already spend their time online such as social media platforms and AI summaries. Our strong presence in Google's AI Overviews – around 26% of relevant summaries in 2025 – demonstrates this. Our plans will evolve alongside these trends, ensuring our advice and tools meet people where they already are.

Our campaigns

Through our campaigns, we continued to encourage people to complete our Drinking Check with a particular focus on reaching risky drinkers who had not previously completed an alcohol assessment. We also ran a specific campaign targeting mid-life men after our research showed they are putting their health at risk by regularly drinking above the CMOs' low risk drinking guidelines.

In 2025, we saw we can reach people who would never proactively seek out Drinkaware when our content appears via the channels and brands they already engage with and trust. This is particularly true for mid-life men, a key audience in 2025. It means we must continue shifting towards partnership-powered, story-led, influencer-led campaigns rather than relying on our own channels to drive behaviour change.



#ITSOKAYTOTALK

Andy's Man Club: mid-life men campaign

16,500

Drinking check completions generated by the mid-life men campaign

We used a storytelling approach for this campaign, with real stories of men who have changed their relationship with alcohol. It focused on raising awareness of alcohol harm among men aged 45 to 64, particularly those drinking at risky levels and who had not previously completed an alcohol assessment. The campaign used the tag line 'It's okay to talk about drinking'.

Our Monitor survey revealed men are more likely than women to drink frequently, drink alone, and at increasing risk levels. But they are less likely to recognise when their drinking may be a problem.

We partnered with men's suicide prevention charity **Andy's Man Club (AMC)** and former English professional footballer and TV football pundit, Chris Kamara, who helped promote the campaign.

We created insight-led content that aimed to guide people from awareness of the risks through to completing our Drinking Check. Content featured group conversations between AMC members and Chris Kamara about drinking and its impact on mental health, showing how talking openly can reduce isolation.

Overall, the campaign generated more than 16,500 Drinking Check completions. Nearly nine out of 10 (86%) had not completed an alcohol assessment before and 80% were identified as risky drinkers.

Our advertising videos were played 14 million times and there were 365,000 clicks on our digital adverts which took people to our website. Through our own organic social media, we reached 235,000 people and had 600,000 organic video views.

Our partners responded positively, with many sharing our assets over the course of the campaign. **Read more on page 40**.

Jameson and English Football League (EFL)

Throughout January, we partnered with Jameson to encourage football fans to 'Know your score' by checking their drinking using our Drinking Check. The campaign, which saw content shared across 72 EFL club websites and their social media channels, was supported by former England international footballer Jay Bothroyd.

Jameson, official partner of EFL, teamed up with Drinkaware as part of its commitment to promoting responsible drinking within football communities across the UK. Football fans were encouraged to kick off the new year by checking whether their drinking habits were putting their health at risk. Jay urged fans via his social media to better understand their relationship with alcohol by completing the Drinking Check.

72

EFL club websites sharing the campaign across their websites and social media channels

The campaign achieved some great results with 12,765 Drinking Check completions – 9,000 on the first day. These results demonstrate the importance of having the right partnerships and working with brands our target audiences are already engaging with and trust.

Drinkaware in the media

Most people aren't actively searching for a charity's website every day. By appearing in the media, we find people where they are, enabling us to share our advice and tools. It's a way of building trust in our expertise with people that wouldn't otherwise seek us out.

Big media moments included: the publication of our annual Monitor survey; the release of our new low alcohol and alcohol-free drinks report; our mid-life men's campaign; and the publication of our festive drinking survey. We also secured some great coverage of our partnership work during 2025.

Low alcohol and alcohol-free drinks report

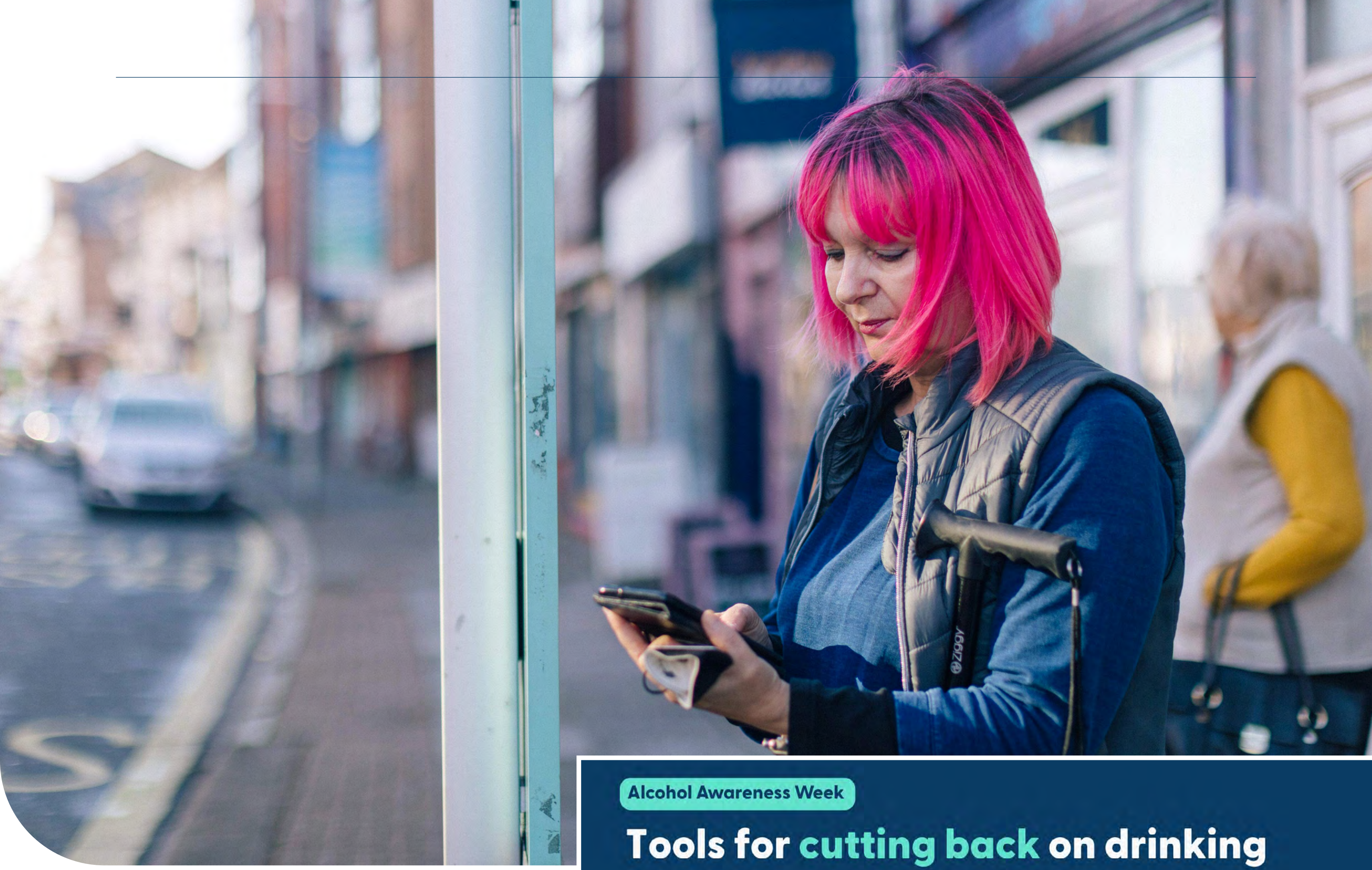
In October, we published a report examining how low alcohol and alcohol-free drinks are used by different groups of drinkers as a way of moderating their drinking (**read more on page 37**). The report gained widespread media coverage including stories in The Telegraph and **The Independent**. In total, we secured 175 pieces of coverage across trade, regional, and local media.

Festive drinking survey

Following the publication of our survey revealing the nation's drinking intentions over the festive period, our CEO Karen Tyrell spoke to the Daily Mail about how to have conversations about drinking with friends and family. She also discussed the findings with BBC Radio 5 Live, GB News, **The Telegraph**, and **The Guardian**.

Other media highlights of 2025

- Karen discussed the impact of drinking on anxiety in an article with the Daily Mail. She also shared tips on how to keep on track if you're cutting back in **The Independent** and **Marie Claire**
- We shared advice in **The Sun** on how to approach a family member or friend if their drinking has become a concern
- We offered tips on how to reduce the amount you drink in **The Telegraph**



Social media

During Alcohol Awareness Week, which had the theme of 'alcohol and work', we ran a bespoke social media campaign designed to reduce the stigma of talking about alcohol in the workplace. Social media posts included tips on how to have conversations about drinking, such as showing empathy and being non-judgemental, alongside considering what's behind their behaviour. The content was viewed more than 10,000 times.

Alongside the social media campaign, through our charity partners – The Drinks Trust, The Burnt Chef Project and Grocery Aid – our content was shared with 350,000 people across their networks. More than 150 organisations in Leicester Community Health Network shared our content through their channels. Read more about Alcohol Awareness Week on page 40.

Email marketing

A decision to provide a broader mix of content in our emails including guides and blogs helped to increase engagement compared to previous years. The most popular piece of content was a blog post, 'How I reset my relationship with alcohol', which demonstrates how people are particularly drawn to personal, story-led content. Across the year, we generated a 71% increase in the number of Drinking Check completions achieved directly through our email marketing. We also grew the subscriber list by 62%.

3 Information and support

Our digital tools help people assess, track, and set goals to reduce their drinking. All our tools provide clear, evidence-based information about alcohol and give advice and information on how to moderate your drinking – directing people to where they can find support if they need it.

470,447 completions of our Drinking Check of which 352,746 were risky drinkers

Two new support tools created: Alcohol Support Service Finder and Drinkaware Hub

269 NHS organisations downloaded or purchased items from the Drinkaware online shop

Tools to help people reduce their drinking, known as Identification and Brief Advice (IBA), are an established and well-recognised behaviour change intervention, and can be delivered in several ways including a self-completed digital format, such as our Drinking Check.

Our tools

Drinking Check

Our Drinking Check is a free, easy-to-use digital prevention tool that allows people to understand how their drinking might be impacting their health. It is based on the internationally recognised World Health Organization (WHO) Alcohol Use Disorders Identification Test (AUDIT) and offers simple, actionable advice to people who might benefit from cutting back. Following the completion of the Drinking Check, people receive confidential, personalised information on how to access support should they need it.

An independent evaluation of the Drinking Check's effectiveness found that 61% of people intended to take some positive action after completing it. For those who filled in the Drinking Check for someone else, 85% intended to take positive action about the person they were concerned about.[58]

Understand more about your drinking. Take the Drinking Check and get tips and advice to help you make a change.

Take the Drinking Check

Alcohol Support Service Finder

Taking that first step to look for alcohol support can feel daunting and navigating the system in the UK can be a real challenge. Alcohol services are funded locally, which means they often have specific referral routes and 'catchment areas'. Most search tools just show the 'nearest' location by postcode, rather than the one they are eligible to use. For someone already feeling anxious or unsure, being told they've come to the wrong service can be a huge barrier that can stop them from getting help at all. That's why we created the **Alcohol Support Service Finder** – a new tool which launched in early 2026.

The Alcohol Support Service Finder is the first UK-wide digital tool designed to help people find the right local support.

Our service finder has:

- **Better coverage:** we've mapped nearly 500 services across all four nations
- **The right support:** we link every UK postcode to an appropriate, accessible service people can access
- **Extra guidance:** we provide clear information and advice on what to expect and how to prepare, helping people feel more confident and less likely to drop off

In 2025, nearly 2.2 million people visited the Drinkaware website for information or support. While many are looking to moderate their drinking, we see a lot of people drinking at much higher risk levels.

While our digital tools are a great way for people to understand their drinking, some people need structured, one-to-one support, and we wanted to make it easier for them to find it. We know people often feel daunted by the prospect of change or worried about stigma, so making the route straightforward is vital.

By making the journey from a digital search to a local service smoother, we're helping some of the most vulnerable people in society get the support they need sooner. We will keep our service information accurate and up to date and use an in-tool survey to see where we can make the journey even easier. By making it simpler to find the right support, at the right time, we hope the service finder encourages more people to take that first step towards seeking help. People can access the tool via our website, and it also appears on webpages across the site associated with higher risk drinking. Our Drinking Check also signposts people to the tool.

Drinkaware Hub

It's estimated around 770,000 people work in the alcohol industry with many of them interacting directly with people who drink alcohol, for example in pubs, bars, and supermarkets.[59]

It's important that those working in the alcohol industry can speak confidently about alcohol and the harm it can cause, offering advice and support to their staff and customers if needed.

In 2025, we created the Drinkaware Hub which contains alcohol-related advice and educational resources for our funders and partners. The hub, which launched in March 2026, includes e-learning modules with general alcohol awareness information, wellbeing advice, moderation techniques, and tips on how to have conversations about alcohol. It also hosts webinars and has a resource library with advice and information.

We plan to share resources from the hub more widely within community settings in 2026. We want to support grassroot groups and community leaders to have open conversations about alcohol and make it easier for low risk drinking to be supported and normalised across local communities. We will add more resources to the hub throughout the year covering topics such as drink spiking, binge drinking, drink driving, and alcohol dependence.

Chatbot

Our virtual assistant, which uses AI technology, provides people with personalised information and advice. It is designed to identify and direct high risk and possibly dependent drinkers, and those in crisis, into appropriate alcohol support services. The Chatbot, available 24 hours a day, supports people with critical issues such as alcohol poisoning and directs them to the NHS. It also deals with a range of customer enquiries such as how to report a drink driver, routing enquiries to relevant information which enables them to take action.

Drinkaware app

MyDrinkaware can help people take the first step towards changing their drinking habits. The app tracks units and calories consumed through alcohol side-by-side with sleep quality. Free to download from the App Store or Google Play, the app was downloaded 62,886 times in 2025 with 21,918 drink-free days tracked. **Download the app.**

4 Research and expertise

Drinkaware has unrivalled access to insights about the nation's drinking habits. We are committed to being led by evidence in all our work. Our Independent Advisory Panel of medical professionals and expert advisors ensure we provide the most up to date, accurate and evidence-based information on alcohol and alcohol-related harm.

Nearly one million people say they have been a victim of drink spiking in the last year (**read more here**)

We presented our drink spiking research to Deputy Speaker of the House of Commons, Judith Cummins MP

7,256 people took part in our UK-wide 2025 Monitor survey

From our annual Monitor survey through to our data and insights, we provide a range of information that examines alcohol habits and attitudes throughout the UK – allowing us to fully understand drinking behaviour in the UK.

Our research

Alcohol-free and low-alcohol drinks in the UK: trends, barriers, and opportunities

Low alcohol and alcohol-free drinks are becoming an increasingly visible part of the UK's drinking landscape. With their growth now recognised in the NHS 10 Year Health Plan for England as a component of harm reduction, understanding who uses these drinks, and why, is vital.

The report, published in October, examined how alcohol-free (0.0–0.05% ABV) and low alcohol (up to 1.2% ABV)[60] drinks are used for moderation across different groups of drinkers. It explored trends in uptake, motivations and barriers, and what they reveal about shifting drinking cultures in the UK.

Nearly half (49%) of young adults choose low alcohol or alcohol-free drinks to moderate their drinking, nearly doubling since 2018 (28%). Among risky drinkers (those drinking above the low risk guidelines), use of both low alcohol or alcohol-free drinks has risen from 23% to 40%, and use of alcohol-free drinks has tripled from 7% to 23%. Encouragingly, most risky drinkers (59%) use these products as replacements rather than additions to regular-strength alcohol, highlighting their potential for harm reduction.

Download the full report here.

Drinking at home: changing patterns and opportunities for prevention

In 2025, we examined what the patterns and drivers of drinking at home mean for alcohol-related harm and prevention. Drinking at home is now the most common way adults in the UK consume alcohol.

Almost three-quarters (73%) of alcohol is purchased for drinking at home. Adults are twice as likely to drink weekly at home as they are in pubs, bars, or restaurants (40% vs 21%). While most home drinking is moderate, its routine and private nature means risks can build gradually and remain less visible.

The report found that although many home drinking occasions involve lower amounts of alcohol, their frequency means they contribute substantially to overall consumption and binge drinking.

Download the full report here.

73%

of alcohol is purchased for drinking at home

49%

of young adults choose low alcohol or alcohol-free drinks

View all our latest research

5 Infrastructure

We believe in providing a supportive and inspiring work environment that attracts and retains top talent. Our dedicated staff are crucial to our mission of reducing alcohol harm in the UK. Having simple, effective systems to support staff in their work and harness technological changes is essential.

Held 16 roundtables and webinars with our funders

Created a new long service award

Replaced legacy finance system with new fit-for-the-future cloud-based system

We recognise that our success relies on the generous support of our funders and partners. Their vital funding and collaboration is essential for our evidence-based approach and impactful work.

Our people

In April, we carried out our annual staff engagement survey. Following the survey, we set up a working group made up of colleagues from across the organisation. The group created an action plan, focusing on five key priority areas identified from the survey results.

The action plan, launched at our staff away day in October, includes a wide range of activities and initiatives. We have already implemented several actions from the plan including the introduction of a new long service award to celebrate colleagues who have worked with us for five, 10, and 15 years.

Connecting with our colleagues has always been a priority for us and we continue to think of new ways to do this. Across the year, we held a number of staff engagement activities. We ran regular tea and tutorial sessions throughout the year where staff had the opportunity to come together and learn about our different projects. Occasionally people outside Drinkaware are invited to these sessions to chat about their work and how it relates to ours. These will continue in 2026. We also held a wellness walk to coincide with World Mental Health Day.

Our systems

During the year we implemented a new cloud-based finance system, replacing our previous legacy system which was held on premise.

Alongside the new system, we have introduced other reporting and technological improvements which support staff in their work. These enable us to work more efficiently and ensure we have systems fit for the future. We will continue to build on this work in 2026.

Our funders

Drinkaware is committed to working in partnership with our funders and being open, transparent, and collaborative. In 2025, we created more opportunities to share our upcoming work.

We received good support from our funders on our mid-life men campaign. Aldi supported the campaign by promoting it across in-store digital screens and in their head office, reaching 45,000 employees.

A further highlight in 2025 was our work with funders during Alcohol Awareness Week. We created a campaign pack with ready-to-use resources including posters, social media posts and blogs – all designed to spark conversations and support employee wellbeing. Our partnerships team went on the road, sharing tips on how to break the stigma of talking about alcohol in the workplace. We co-hosted a webinar in partnership with The Drinks Trust and We Are Wellbeing, and visited Aldi's head office for their 'Healthy Me' event.

Our assets were shared by Tesco on its staff wellbeing platform which reaches around 500,000 employees. Aldi, Lidl, Carlsberg Britvic, Edrington, Heineken, Aston Manor, Punch Pubs, William Grant, Diageo and C&C all shared materials on their social media channels.

Plans for future periods

2026 marks the first year of our new five-year business plan and Drinkaware's 20th anniversary. For the past two decades, we have offered clear, accessible, trusted guidance for anyone concerned about their own, or someone else's drinking.

While we are here for everyone, our core focus is the one in five drinkers[61] who regularly drink above the CMOs' low risk drinking guidelines of 14 units per week, but not those at the very highest risk of harm. By focusing our efforts on increasing risk drinkers,[62] Drinkaware offers a scalable, low-cost prevention model that can ease pressure on the NHS, empower healthier choices, and ensure resources are directed to where they're needed most.

Our business plan was shaped through public engagement, expert consultation, industry partnerships, academic insight, and staff input. We will continue to use our unique approach of working alongside government, industry, public health, and wider civil society. These partnerships are key to reaching more people, influencing society more widely, and delivering meaningful change.

We now have the right conditions to accelerate cultural change: a greater focus on prevention; shifting social norms; deeper insight into increasing risk drinkers; and an industry responding to consumer interest in moderation. With these trends moving in the right direction, we can make a real and lasting impact.

Drinkaware strategy 2026-2030

1. Reinforcing moderation as the cultural norm, making it an easier choice for more people

We want to make drinking within low risk guidelines feel normal and supported within UK drinking culture. This includes encouraging earlier, more open conversations about drinking and strengthening community-level support.

2. Provide people with the guidance and support they need to cut back

Focusing on the one in five adults drinking above the CMOs' low risk drinking guidelines, we will provide simple, tailored support for people and communities who are often missed by traditional services.

3. Working together to influence and accelerate shifts in moderation

Drinkaware sits at the heart of a wide network that includes national and local government, the alcohol production and sales industry, health care providers and charities. This position allows us to reach more people and achieve more than we ever could alone. We will bring people and organisations together to normalise low risk drinking across the UK.

Over the next five years, we will deliver our work through a combination of targeted actions designed to create meaningful and lasting impact.

By the end of 2030, Drinkaware's shared ambition is to see two million fewer risky drinkers.[63]

Download our full plan here.

Financial review

The group financial statements for the year are set out on pages 56 to 74 of the annual report. The net surplus for the group for the year was £302,286 (2024: deficit of £781,750).

Income

In 2025, Drinkaware's total group income was £6,166,329 (2024: £6,340,472) received in voluntary donations, grants, sales of Drinkaware products and investment income. Drinkaware's total income includes £5,673,117 in voluntary donations from alcohol producers (with operations in the UK), retailers and hospitality businesses (2024: £5,884,092). In 2023, we moved to a rolling commitment from our voluntary donors to mitigate the risk of a significant drop in income due to all recommitment processes falling at the same time. Income from expected donations is a high-risk area and one that is under constant scrutiny internally and by the Trustees (see risk management on page 47)

We also raised £493,212 (2024: £456,380) from grants, logo licence sales, alcohol awareness publications and products, and bank interest.

Fundraising

In 2024 and 2025, Drinkaware did not undertake any public fundraising activities, either directly or through other parties, and has no plans to do so in the immediate future. Consequently, Drinkaware is not subject to any undertaking to be bound by any voluntary scheme for regulating fundraising in the period under review, although the charity is registered with the Fundraising Regulator. The charity did not receive any complaints in relation to fundraising.

Expenditure

Total group expenditure in 2025 was £5,864,043 (2024: £7,122,222) – an 18% drop. In 2024, we invested more heavily in marketing and media campaigns to promote our digital services and accelerated other spend in the implementation of our 2023-2025 strategy. In 2025, we continued to drive completions of our Drinking Check via digital marketing and through partnerships such as with pharmacies Morrisons and Paydens, and with Jameson and EFL on our 'Know your score' campaign. We also worked in partnership with Andy's Man Club on the 'It's okay to talk about drinking' campaign. The development of our new business plan, along with the investment in infrastructure were also key focuses of the year.

Of the total group expenditure, 90% (2024: 93%) was spent on charitable activities. Expenditure on raising funds for the year was 8% of total expenditure (2024: 6%). This expenditure covers the costs of account management. Remaining expenditure was on the commercial trading operations which is explained later in the report.

Excluding redundancy and termination costs, staff costs represented 47% of total expenditure in 2025 (2024: 35%). Although overall staff costs changed minimally year-on-year, the proportion increased due to lower total expenditure in 2025, alongside a focus on recruitment to permanent roles. At the end of 2025, we had a total of 41 employees (2024: 37).

Commercial trading operations

Turnover from Drinkaware's trading subsidiary was £312,626 (2024: £345,643) from sales of its educational and support materials and logo licence fee income from both existing and new funders, generating a profit of £104,495 (2024: £201,671). This profit will be Gift Aided to the charity in 2026. Profits were also lower due to development of the new Drinkaware Hub which launched to partners in 2026.

The results of the trading subsidiary are shown in note 3 of the financial statements on page 63.

Investment powers

In making investment and treasury decisions, the Trustees continue to take the view that the preservation of capital is of primary importance. Future cash flow requirements are regularly reviewed, and any excess cash balances are invested in fixed term deposits or notice accounts with a view to maximising interest income. No other investments are held by the charity.

The invested funds held on deposit by the Trust achieved an average rate of 2.4% (2024: 3.8%) for the year. In 2025, we continued to put excess funds into higher interest-bearing accounts although the rates available were affected by the Bank of England base rate cuts.

Reserves policy and performance

It is the intention of the Trustees to maintain sufficient reserves to ensure the ongoing viability of the charity, notwithstanding a significant shortfall in funding or other unexpected events. In addition, the nature of Drinkaware's campaigns mean that expenditure peaks significantly at certain times of the year, reflecting the timing of media buys in particular. An appropriate level of reserves is required to ensure adequate cash flow to support such campaign activities.

In early 2024, the Board of Trustees reviewed Drinkaware's reserves policy to ensure that it is still appropriate and in line with the Charity Commission guidance, Charity reserves: building resilience (CC19). It was agreed that our free reserves (unrestricted funds excluding designated funds and fixed assets) should be a minimum of six months' operating expenditure, following the latest review of our principal risks and the likely impact on the charity should they materialise. This remains our current policy.

The minimum reserve levels sufficient to cover expenditure for six months is £2.9m (based on budgeted costs for the next financial year). Free reserves (which are the charity's unrestricted general funds) held on 31 December 2025 were £3,545,560 (2024: £3,206,270) and are therefore above the minimum required amount. This will enable investment in 2026 to support our new business plan and deliver planned activities.

Designated reserves

Designated reserves are established at the discretion of the Trustees for specific purposes which are in the best interests of the charity, or to reflect the investment of reserves in capital assets rather than operating costs.

At the end of 2025, there was £297,261 in a future depreciation fund. The purpose of this reserve is to emphasise to the reader of the accounts that funds used to acquire assets are not available to fund other operations in future years, while providing a fund into which these assets' depreciation and amortisation can be charged.

The Trustees ring-fence some of the group's reserves into a strategy delivery fund to support the delivery of the business plan and its overarching objectives.

At the start of the year, there was £326,452 in the strategy delivery fund and we spent £177,197 in the year strengthening our IT infrastructure with a new finance system and establishing the Alcohol Support Service Finder. We also worked with an external public affairs agency.

At the end of 2025, the Trustees approved an increase to the fund bringing it to £430,000 to support the delivery of projects and activities aligned with our new business plan. This resulted in a net transfer of £322,445 from general reserves. The remaining other balance of £41,700 is to allow for the completion of committed projects that began in late 2025.

Going concern

The Trustees have reviewed the latest budget and business plan, the level of free reserves, the latest management accounts, and most recent cash flow projections.

Drinkaware's reserves policy will remain subject to ongoing review and has been set at a level to ensure that sufficient free reserves are maintained to cover at least six months' operating expenses. On 31 December 2025, free reserves amounted to seven months' operating expenses.

The Trustees have also considered the potential impact of a reduction in future income and the consequential effect on expenditure, after allowing time for Drinkaware to implement necessary actions to maintain a sustainable financial position.

As a result, the Trustees believe that Drinkaware is well placed to manage operational and financial risks successfully. The Trustees are confident that Drinkaware has adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees are of the view that Drinkaware can continue to adopt the going concern basis of accounting in preparing the financial statements.

Structure, governance, and management

Governing document

The Drinkaware Trust is a company limited by guarantee and governed by its Memorandum and Articles of Association. It is registered as a charity in England and Wales with the Charity Commission and in Scotland with the Office of the Scottish Charity Regulator (OSCR). Its Trustees are also members of the company. Trustees are appointed through an open recruitment process based solely on their ability to meet the needs of the Trust. The Board may appoint no more than two Trustees who are either currently employed in the alcohol industry or have a policy role with respect to alcohol. A register of Trustees' interests is maintained and accessible on the Drinkaware website.

Trustee recruitment

Under its Memorandum and Articles of Association, the Board may comprise of at least three and no more than 12 Trustees. Trustees are appointed by the Board and serve for a term of three years, with each Trustee able to serve for a maximum of nine years.

Trustee induction and Board appraisal

The charity has a formal procedure for inducting Trustees and provides key reference documents to ensure that newly appointed Trustees are fully aware of Drinkaware's history, current strategy and activities, and their responsibilities. New Trustees also receive induction material on the role of a Trustee and are signposted to the Charity Commission website for wider reading.

Training is provided at the request of the Trustees. The Board has a formal annual appraisal of Trustees (including the Chair) in line with best practice in the charity sector.

Organisation

The Board of Trustees direct the work of the charity. It typically meets around six times per year, although additional meetings can be held as and when required.

The Risk & Audit Committee provides independent oversight of Drinkaware's systems of internal controls, risk management, and financial reporting. The Committee meets up to four times per year, and committee members provide expertise and advice to the executive team as required.

In addition, the Board is advised by an Independent Advisory Panel (IAP) which was set up in 2024. The IAP assists the charity by providing expert advice that will help raise awareness of the long- and short-term risks associated with alcohol consumption. It has a wider expertise in behavioural sciences to sit alongside medical experts. The IAP meets twice a year and attends Board meetings on an observer basis.

The Chief Executive Officer (CEO) is appointed by the Board of Trustees to manage the day-to-day operations of the charity. The CEO works with the Senior Leadership Team, which comprises of directors for each key department, and collectively, they have delegated authority for operational matters. These include finance, employment, campaigns, and communications in line with the policies that have been approved by the Board of Trustees. The CEO is appraised annually by the Chair and the Board of Trustees.

Related parties and co-operation with other organisations

No Trustees receive remuneration or other benefits from their work with the Trust. Any connection between Trustees or senior managers with any donor, supplier, or partner of the Trust must be disclosed to the full Board of Trustees and included in the Register of Interests. Declarations of interest are invited at each Board and Committee meeting.

Pay policy

In 2023, we conducted a pay and reward review for the first time whereby all staff pay was benchmarked against market rates. The review ensured that Drinkaware pays a fair and equitable salary for the diversity of its job roles. When a vacancy is advertised, a benchmarking exercise is also undertaken to ensure that the salary offered is attractive to prospective applicants. A full benchmarking review was done in 2025. The pay policy is scheduled for review in 2026.

Pay awards are reviewed annually as part of the charity's budget-setting process. There is no automatic entitlement to a pay increase, and it is non-contractual. All pay awards are considered in the context of the charity's financial position and overall affordability.

The CEO is responsible for recommending the remuneration of the senior leadership team to the Board for approval on an annual basis. The remuneration of the CEO is reviewed annually by the Board.

Public benefit

The Trustees believe that activities undertaken in 2025 by the charity further its purpose for public benefit and believe that the annual report provides evidence of this with its case studies, research, and progress against strategic objectives. Therefore, the Trustees believe that they have complied with their duty to have due regard for public benefit in undertaking activities.

Risk management

The Board of Trustees has created a risk management strategy that involves an annual review of the principal risks and uncertainties that the charity faces, and of the policies, systems, and procedures in place to mitigate those risks.

A Risk Register, designed to include all the principal risks to which the charity is exposed, is maintained and regularly reviewed by the Risk & Audit Committee.

The Trustees consider the following to be the key risks and mitigations currently facing the charity:

- Drinkaware's income is made up of voluntary donations from industry organisations across the UK. Income has been gradually declining over the last couple of years and there is an ongoing risk that it may continue to fall especially as the industry faces financial pressure or has concerns about how donations are being spent. This risk also continues to be closely monitored in light of broader economic pressures and changing consumer preferences. To address this, we will need to manage our resources more effectively to ensure that we can continue to reach people at scale – particularly increasing risk drinkers. We will be reviewing our approach and refreshing our commercial and finance strategy to support longer-term resilience

- Our organisational reputation as a trusted source of information for the public, government, and industry remains a key organisational risk. We have a range of mitigations in place for this including an Independent Advisory Panel, revised organisational values, and investment in new key roles across our management team. We have also recently developed the Drinkaware Hub to provide alcohol advice and educational resources to our funders and partners

- Digital and IT risks remain a priority for Drinkaware. With an increasing focus on digital activity, the Board considers the risks of IT systems failure and cyber and data security to be of rising importance. Annual penetration testing is conducted on both our internal and external infrastructure. Drinkaware also maintains Cyber Essentials and Cyber Essentials Plus accreditation, and these are renewed annually. We also have an external Data Protection Officer that ensures we are compliant with data protection requirements

These risks have further been compounded by the rapid emergence of AI. As AI continues to evolve, Drinkaware must consider a range of strategic, operational, and ethical risks including misuse of AI, inaccurate or misleading information, missed opportunities, and reputational harm. We have rolled out internal AI usage guidelines and will be providing training to all staff to build AI literacy and skills. We also recognise that AI may increase cyber and IT vulnerabilities and we need to ensure we invest appropriately in our infrastructure to mitigate these risks

- The Board is concerned that the governance and leadership structures are resilient enough to ensure that Drinkaware's work to reduce alcohol harm will continue despite departures and absences among Trustees and senior management. The management layer beneath the Senior Leadership Team now includes Heads who lead each key area of activity and take responsibility for day-to-day team management, enabling the Senior Leadership Team to devote more time to strategic leadership. Three new Trustees also joined the Board in 2025. A full list of current trustees can be found **on page 8**

Trustees' responsibilities in relation to the financial statements

The Trustees are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and UK accounting standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company, and of the incoming resources and the application of resources of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles of the Charities Statements of Recommended Practice (SORP)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the 'going concern' basis unless it is inappropriate to presume that the charitable company will continue in operation

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with relevant legislation. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Information to auditors

The Trustees confirm that they have taken appropriate steps to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. As far as the Trustees are aware, there is no relevant audit information that has not been disclosed to the auditors.

This report has been prepared in accordance with the special provisions of Section 381 of the Companies Act 2006 relating to small companies.

By order of the Board of Trustees:

Lucy Armstrong
Chair, Board of Trustees

16 July 2026

Independent Auditors' Report to the members of The Drinkaware Trust

Opinion

We have audited the financial statements of The Drinkaware Trust (the 'company') for the year ended 31 December 2025 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- Give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 December 2025, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The Trustees' annual report has been prepared in accordance with applicable legal requirements

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' annual report.

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011 require us to report to you if, in our opinion:

- The parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of Trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemption in preparing the Trustees' Annual Report and from preparing a strategic report

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 49, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group and parent charitable company's internal control

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees

- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group and parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or parent charitable company to cease to continue as a going concern

- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision, and performance of the group audit. We remain solely responsible for our audit report

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed as follows.

The objectives of our audit in respect of fraud are: to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charitable company.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charitable company and considered that the most significant are the Companies Act 2006, the Charities and Trustee investment (Scotland) Act 2005 (as amended), regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended), the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council and UK taxation legislation

- We obtained an understanding of how the charitable company complies with these requirements by discussions with management and those charged with governance

- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance

- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations

- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charity's Trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and in respect of the consolidated financial statements in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charitable company, the charitable company's members, as a body, and the charity's Trustees, as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Luke Holt
(Senior Statutory Auditor)

For and on behalf of Moore Kingston Smith LLP, Statutory Auditor
9 Appold Street
London
EC2A 2AP

22 July 2026

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Consolidated financial statements

Consolidated statement of financial activities

(incorporating the income and expenditure account)
for the year ended 31 December 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income from:					
Donations	2	5,673,117	-	5,673,117	5,884,092
Commercial trading operations	3	312,626	-	312,626	345,643
Investment income	4	66,246	-	66,246	77,191
Other income	5	64,340	50,000	114,340	33,546
Total		**6,116,329**	**50,000**	**6,166,329**	**6,340,472**
Expenditure on:					
Raising funds		438,101	-	438,101	465,119
Commercial trading operations		136,131	-	136,131	69,842
Charitable activities		5,239,811	50,000	5,289,811	6,587,261
Total	6	**5,814,043**	**50,000**	**5,864,043**	**7,122,222**
Net income/(expenditure)		**302,286**	**-**	**302,286**	**(781,750)**
Transfers between funds		-	-	-	-
Net movement in funds		**302,286**	**-**	**302,286**	**(781,750)**
Reconciliation of funds:	18/19				
Total funds brought forward		**4,012,235**	**-**	**4,012,235**	**4,793,985**
Total funds carried forward		**4,314,521**	**-**	**4,314,521**	**4,012,235**

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 59 to 74 form part of these financial statements.

Consolidated and company balance sheets

For the year ended 31 December 2025

		Group		Charity	
		2025 £	2024 £	2025 £	2024 £
Fixed assets					
Intangible assets	11	257,067	402,659	257,067	402,659
Tangible assets	12	40,194	76,853	40,194	76,853
Investment in Trading Sub		-	-	1	1
		297,261	**479,512**	**297,262**	**479,513**
Current assets					
Stocks	13	19,662	32,649	-	-
Debtors	14	1,406,367	1,745,338	1,418,287	1,683,215
Short-term investments		1,544,432	1,433,393	1,544,432	1,433,393
Cash at bank and in hand		1,459,460	906,811	1,352,558	733,327
		4,429,921	**4,118,191**	**4,315,277**	**3,849,935**
Creditors: amounts falling due within one year	15	(412,661)	(585,468)	(402,512)	(518,885)
Net current assets		**4,017,260**	**3,532,723**	**3,912,765**	**3,331,050**
Net assets		**4,314,521**	**4,012,235**	**4,210,027**	**3,810,563**
Funds					
Unrestricted funds - general	19	3,545,560	3,206,270	3,441,066	3,004,598
Designated funds	19	768,961	805,965	768,961	805,965
Restricted funds	18	-	-	-	-
Total funds		**4,314,521**	**4,012,235**	**4,210,027**	**3,810,563**

As permitted by S408 of the Companies Act 2006, the company has not presented its own income and expenditure statement and related notes. The company's surplus for the year was £399,464 (2024: loss of £781,251).

These accounts are prepared in accordance with the special provisions in Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board and authorised for issue on 16 July 2026 and signed on its behalf by:

Lucy Armstrong
Chair

Registered Company no. 4547974

The notes on pages 59 to 74 form part of these financial statements.

Consolidated statement of cash flows

For the year ended 31 December 2025

	2025 £	2024 £
Cash generated from operating activities		
Net cash provided by / (used in) operating activities	690,179	(842,595)
Cash flows from investing activities:		
Interest income	66,246	77,191
Purchase of property, plant, and equipment	–	(109,043)
Purchase of intangible assets	(92,737)	(165,997)
Investment movement in short-term cash	(111,039)	(1,433,393)
Net cash used in investing activities	**(137,530)**	**(1,631,242)**
Change in cash and cash equivalents in the reporting period	552,649	(2,473,837)
Cash and cash equivalents at the beginning of the reporting period	**906,811**	**3,380,648**
Cash and cash equivalents at the end of the reporting period	**1,459,460**	**906,811**
Reconciliation of net income/(expenditure) to net cash flow from operating activities		
Net income/(expenditure) (as per the Statement of Financial Activities)	302,286	(781,750)
Adjustments for:		
Depreciation charges	36,659	36,018
Amortisation charges	238,329	321,331
Bad debt provision movements	(6,986)	(59,461)
Investment income	(66,246)	(77,191)
Decrease/(Increase) in stock	12,987	(22,676)
Decrease/(Increase) in debtors	345,957	(50,392)
(Decrease) in creditors	(172,807)	(208,474)
Net cash provided by operating activities	**690,179**	**(842,595)**
Analysis of cash and cash equivalents		
Cash in hand	1,459,460	906,811
Total cash and cash equivalents	**1,459,460**	**906,811**

Analysis of changes in net debt

	As at 1 January 2025	Cash flows	As at 31 December 2025
Cash at bank	906,811	552,649	1,459,460
Total	**906,811**	**552,649**	**1,459,460**

Notes to the consolidated financial statements

For the year ended 31 December 2025

1. Accounting policies

The Drinkaware Trust is a company limited by guarantee registered in England and Wales (company number 4547974). Its registered office is 1st Floor, Michael House, 35 Chiswell St, London, EC1Y 4SE.

a) Accounting convention

Basis of preparation

The charity constitutes a public benefit entity as defined by FRS102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) including Update Bulletin 2, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice. The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound. The financial statements are prepared under the historical cost concept except for investments which are held at fair value.

Consolidation

These financial statements consolidate the results of the charity and its wholly owned subsidiary Drinkaware Trading Limited on a line-by-line basis. A separate Statement of Financial Activities, or income and expenditure account, is not presented for the charity itself following the exemptions afforded by section 408 of Part 15 of the Companies Act 2006 relating to small companies.

Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charitable company and the group to continue as a going concern. This assessment has included the potential for loss of income as a consequence of high inflation and rising prices, both from an organisation viewpoint and from our funders. The Trustees have made this particular assessment for a period of at least 12 months from the date of approval of the financial statements for the year ended 31 December 2025 and in particular have considered the charitable entity's forecasts and projections, taking into account the pressures on donation and investment income and those of its trading subsidiary.

Having reviewed the forecasts and projections prepared by management, the Trustees are confident that the charitable group will continue to meet its obligations as they fall due and as a result of this, the going concern basis of accounting continues to be appropriate.

b) Tangible fixed assets and depreciation

Tangible fixed assets acquired with a fair value over £2,500 are capitalised and depreciated on a straight-line basis over their expected useful economic lives as follows:

- Fixtures, furniture, and equipment – three years
- Leasehold improvements – the life of the lease

c) Intangible fixed assets

Intangible fixed assets acquired with a fair value over £2,500 are capitalised and amortised on a straight-line basis over their expected useful economic lives as follows:

- Website domain – three years
- Website replatforming and mobile application – three years
- Computer software – five years
- Assets under construction – not amortised until they are ready for use

d) Income

Income is recognised as soon as Drinkaware has entitlement to the income and there is a probability of receipt, and the amount is measured with sufficient reliability. Income attributable to the financial period is recognised as follows:

- Donations are accounted for in the period to which they relate
- Investment income is accounted for over the period in which it is earned
- Other income is accounted for as it is earned
- Sale of informational materials from commercial trading operations is accounted for when the sale has taken place. Other commercial income is accounted for in the period to which it relates

e) Deferred income

Where income for expenditure in a future accounting period is received in advance, it is recognised as deferred income. The amounts shown in the balance sheet in respect of deferred income represent the amounts deferred to future accounting periods.

f) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all the costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of the resources.

Cost of raising funds include an allocation of staff and overhead costs apportioned to this activity. Support costs are apportioned as a percentage of management time spent on these activities.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between expense headings on the basis of time spent.

Governance costs include the cost of governance arrangements which relate to the general running of the charity. These activities provide the governance infrastructure which allows the charity to operate and to generate the information required for public accountability. They include the strategic planning processes that contribute to the future development of the charity.

Direct staff costs are posted to the activity to which they relate, overhead staff costs are allocated on the basis of management time spent on these activities.

g) Irrecoverable VAT

Irrecoverable VAT is charged against the category of resources expended for which it is incurred.

h) Operating leases

Rentals arising under operating leases are charged to the SOFA over the period in which the costs are incurred.

i) Fund accounting

Funds held by the charity are:

- **Unrestricted funds** are funds which are available for use at the discretion of the Trustees in furtherance of the general objects of the charity and which have not been designated for other purposes
- **Designated funds** represent a portion of the unrestricted funds that have been set aside by the Trustees for a particular purpose
- **Restricted funds** represent grants and other income received which can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor

j) Stock

Stocks are stated at the lower of cost and net realisable value. Net realisable value is assessed not only in relation to 'selling' price but also with reference to the value in distribution to the beneficiaries in order to further the objectives of the charity. Stock is expensed in the reporting period in which it is distributed.

Stock comprises informational booklets and materials which support people to moderate their drinking and reduce alcohol harm across the UK.

k) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

l) Debtors and creditors

Trade and other debtors are recognised at the settlement amount due.

Creditors and liabilities are recognised when an obligation arises to transfer economic benefits to a third party as a result of past transactions or events. The amount due to settle the obligation can also be measured reliably.

m) Pensions

Drinkaware operates a defined contribution pensions policy in compliance with the stakeholder pensions requirements. Drinkaware matches the percentage that the employee contributes up to a maximum of 7.5%. Contributions payable are charged as an expense to the SOFA in respect of the accounting period.

No further liabilities accrue to the Trust other than these contributions.

n) Financial instruments

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Drinkaware only has financial assets and financial liabilities of a kind that qualify as basic financial instruments.

The charity only holds basic financial instruments as defined by FRS 102. Financial instruments receivable or payable within one year of the reporting date are carried at their transaction value and subsequently at their settlement value.

o) Critical accounting estimates and areas of judgement

In preparing financial statements it is necessary to make certain judgements, estimates, and assumptions that affect the amounts recognised in the financial statements. The following judgements and estimates are considered by the Trustees to have the most significant effect on amounts recognised in the financial statements:

- Depreciation and amortisation charges are based on the estimated useful life of the assets held

- Dilapidation provision is based on the estimated costs of delivering up the leased property at the end of the lease in the state in which it was at the beginning of the lease

- Provision for bad and doubtful debts is based on a specific provision in respect of invoices that either have been unpaid for more than 90 days, or where we believe there is a high risk of non-payment

2. Donations – charity

	2025 £	2024 £
Donations	5,673,117	5,884,092
Total	**5,673,117**	**5,884,092**

Note: All donations were unrestricted in the current year and in the prior year.

3. Commercial trading operations and investment in trading subsidiary

The wholly owned trading subsidiary, Drinkaware Trading Limited, registered office 1st Floor, Michael House, 35 Chiswell St, London, EC1Y 4SE, Company Number: 11735195, which is incorporated in the UK, Gift Aids any taxable profits to the charity. Drinkaware Trading Limited operated the commercial activities previously carried out by The Drinkaware Trust up to 30 June 2019. The charity owns the entire issued share capital of 1 share of £1. A summary of the trading results is shown below.

Shares held in subsidiary

	2025 £	2024 £
1 ordinary share of £1	1	1

	2025 £	2024 £
Summary profit and loss account		
Turnover	312,626	345,643
Costs of sales	(35,566)	(29,295)
Gross profit	**277,060**	**316,348**
Distribution costs	(12,364)	(11,875)
Administrative costs	(160,201)	(102,802)
Net profit	**104,495**	**201,671**
Interest payable and similar charges	-	-
Profit on ordinary activities before Gift Aid	**104,495**	**201,671**
Gift Aid payments to parent charity	(201,671)	(96,364)
Net movement in funds	**(97,176)**	**105,307**
Retained profits brought forward	201,671	96,364
Retained profits carried forward	**104,495**	**201,671**

	2025 £	2024 £
Summary balance sheet		
Current assets	195,940	282,187
Current liabilities	(91,444)	(80,515)
Net assets	**104,496**	**201,672**

4. Investment income

	2025 £	2024 £
Unrestricted bank interest receivable	**66,246**	**77,191**

5. Other income

	2025 £	2024 £
Unrestricted grants	64,340	13,546
Restricted grants	50,000	20,000
Total	**114,340**	**33,546**

During the year, we received £10,000 (2024: £20,000) from the Scottish Alcohol Industry Partnership (SAIP) to deliver a specific Drinking Check campaign in Scotland and £40,000 from Heineken for the Walking Football project. Both grants were spent by the end of the year.

6. Expenditure

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2025 £
Raising funds				
Cost of raising donations	306,637	131,464	-	438,101
Commercial trading operations	-	136,131	-	136,131
Charitable activities				
Consumer information	2,480,975	1,192,625	1,616,211	5,289,811
Total expenditure	**2,787,612**	**1,460,220**	**1,616,211**	**5,864,043**

	Staff costs £	Support costs (note 7) £	Other direct costs £	Total 2024 £
Raising funds				
Cost of raising donations	304,081	161,038	-	465,119
Commercial trading operations	-	69,842	-	69,842
Charitable activities				
Consumer information	2,460,296	1,478,604	2,648,361	6,587,261
Total expenditure	**2,764,377**	**1,709,484**	**2,648,361**	**7,122,222**

7. Allocation of support costs and overheads

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2025 £
Unrestricted funds:				
Premises	28,343	229,320	-	257,663
Depreciation	30,249	244,739	-	274,988
Communications and IT	34,164	276,419	-	310,583
Postage and printing	175	1,413	-	1,588
Travel costs	3,488	28,218	-	31,706
Employee related costs	35,045	283,547	-	318,592
Governance costs (note 8)	-	128,969	-	128,969
Commercial trading operations	-	-	136,131	136,131
Total support costs	**131,464**	**1,192,625**	**136,131**	**1,460,220**

	Raising funds £	Consumer information £	Commercial trading operations £	Total 2024 £
Unrestricted funds:				
Premises	28,780	232,855	-	261,635
Depreciation	39,308	318,040	-	357,348
Communications and IT	30,069	243,287	-	273,356
Postage and printing	264	2,135	-	2,399
Travel costs	4,648	37,595	-	42,243
Employee related costs	57,969	469,024	-	526,993
Governance costs (note 8)	-	175,668	-	175,668
Commercial trading operations	-	-	69,842	69,842
Total support costs	**161,038**	**1,478,604**	**69,842**	**1,709,484**

8. Analysis of governance costs

	2025 £	2024 £
Auditors' remuneration		
- Audit of company	27,431	17,399
- Fees paid to auditors in respect of other services	5,700	-
Legal and professional fees	95,838	158,269
Total governance costs	**128,969**	**175,668**

9. Staff costs and Trustee remuneration

	Group and Charity	
	2025 **£**	**2024** **£**
Wages and salaries	2,345,422	2,372,415
Pension contributions	144,659	141,506
Social security costs	297,531	250,456
	2,787,612	**2,764,377**

The average number of employees during the year was:

	2025	2024
Charity	39	37
	39	**37**

The number of employees with annual remuneration in excess of £60,000 was as follows:

	2025	2024
£60,000 to £69,999	7	4
£70,000 to £79,999	2	6
£80,000 to £89,999	1	-
£90,000 to £99,999	2	1
£100,000 to £109,999	-	1
£110,000 to £119,999	1	1
£120,000 to £129,999	1	2

Included in staff costs are termination payments of £41,417 which include redundancy, PILON and unpaid leave (2024: £283,645). 2024 costs were higher as a result of reshaping the leadership team, creating broader roles and bringing people in with wider responsibilities. Termination payments are made as compensation for loss of office. Such payments are recognised in the period as they arise.

Trustee and key personnel remuneration

The Trustees neither received nor waived any emoluments during the year (2024: £nil).

Expenses of £3,618 (2024: £5,036) were reimbursed, or paid on their behalf, for three (2024: three) Trustees during the year.

The key management personnel of the charity are considered to be the Trustees, the Chief Executive Officer, the Company Secretary, and the Chair of Independent Advisory Panel. The total benefits paid in salaries and fees (including employers NI and pension) was £284,027 (2024: £349,720).

In 2024 a change in senior leadership structure included some one-off costs, so total costs are not comparable year on year.

10. Taxation

The charity benefits from exemptions on income and gains falling within Sections 466-493 of the Corporation Tax Act 2010 to the extent they are derived from charitable activities. Its wholly owned trading subsidiary, Drinkaware Trading Limited, passes profits on which tax would be payable to the charity under Gift Aid.

11. Intangible fixed assets - group and charity

	Website and mobile application and software £	Asset in course of construction £	Total £
Cost			
At 1 January 2025	1,916,165	21,600	1,937,765
Additions	92,737	-	92,737
Transfers	21,600	(21,600)	-
Disposals	(51,636)	-	(51,636)
At 31 December 2025	1,978,866	-	1,978,866
Amortisation			
At 1 January 2025	1,535,106	-	1,535,106
Charge for year	238,329	-	238,329
Disposals	(51,636)	-	(51,636)
At 31 December 2025	1,721,799	-	1,721,799
Net book value			
At 31 December 2025	**257,067**	**-**	**257,067**
At 1 January 2025	381,059	-	402,659

12. Tangible fixed assets - group and charity

	Fixtures, furniture and equipment £	Leasehold improvements £	Total £
Cost			
At 1 January 2025	43,377	65,683	109,060
Additions	-	-	-
Disposals	-	-	-
At 31 December 2025	43,377	65,683	109,060
Depreciation			
At 1 January 2025	12,702	19,505	32,207
Charge for year	15,034	21,625	36,659
Disposals	-	-	-
At 31 December 2025	27,736	41,130	68,866
Net book value			
At 31 December 2025	**15,641**	**24,553**	**40,194**
At 1 January 2025	30,675	46,178	76,853

13. Stock

	Group		Charity	
	2025 £	2024 £	2025 £	2024 £
Informational booklets and materials	**19,662**	**32,649**	-	-

14. Debtors

	Group			Charity
	2025 £	2024 £	2025 £	2024 £
Trade debtors	1,270,145	1,441,255	1,220,046	1,372,450
Provision for bad and doubtful debts	(12,500)	(19,486)	(12,000)	(18,486)
Other debtors	-	88,173	-	14,184
Amounts owed by group undertakings	-	-	81,296	79,931
Prepayments and accrued income	148,722	235,396	128,945	235,136
	1,406,367	**1,745,338**	**1,418,287**	**1,683,215**

15. Creditors - amounts falling due within one year

	Group			Charity
	2025 £	2024 £	2025 £	2024 £
Trade creditors	100,821	207,741	98,644	134,507
Other creditors	53,481	67,308	53,481	67,308
Pension liability	27,097	25,497	27,097	25,497
Taxes and social security costs	77,857	58,270	71,924	55,648
Accruals and deferred income	153,405	160,857	151,366	164,857
Deferred income (see note 16)	-	65,795	-	65,068
Amounts due to subsidiary	-	-	-	6,000
	412,661	**585,468**	**402,512**	**518,885**

16. Deferred income

	Group		Charity	
	2025 £	2024 £	2025 £	2024 £
Balance at beginning of year	65,795	81,568	65,068	75,713
Deferred during the year	-	65,795	-	65,068
Released during the year	(65,795)	(81,568)	(65,068)	(75,713)
Balance at end of year	**-**	**65,795**	**-**	**65,068**

17. Operating leases

At 31 December 2025 the group had commitments under non-cancellable operating leases as follows:

	Group		Charity	
	2025 £	2024 £	2025 £	2024 £
Land and buildings				
Within one year	163,094	163,094	163,094	163,094
In two-to-five years	16,980	180,074	16,980	180,074
After five years	-	-	-	-
	180,074	**343,168**	**180,074**	**343,168**

In February 2024, Drinkaware entered a five-year lease for a new office at 1st Floor, Michael House, 35 Chiswell St, London EC1Y 4SE. There is a break clause after three years. The new lease also has a rent-free period of four months.

18. Restricted funds - group and charity

Year ended 31 December 2025

	Balance at 1 January 2025 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2025 £
Restricted funds	-	50,000	(50,000)	-	-
Total funds	**-**	**50,000**	**(50,000)**	**-**	**-**

Restricted funds related to monies received from Drinkaware partners to be applied to specified goods and services. These included delivery of bespoke campaign support and materials and tailored Drinkaware programmes.

19. Unrestricted funds

Consolidated - year ended 31 December 2025

	Balance at 1 January 2025 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2025 £
General reserves	3,206,270	6,116,329	(5,361,858)	(415,181)	3,545,560
Designated fund - future depreciation	479,513	-	(274,988)	92,736	297,261
Designated fund - strategy delivery	326,452	-	(177,197)	322,445	471,700
	4,012,235	**6,116,329**	**(5,814,043)**	**-**	**4,314,521**

Consolidated - year ended 31 December 2024

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2024 £
General reserves	3,182,792	6,340,472	(5,815,962)	(501,032)	3,206,270
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)	-	-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	4,793,985	**6,340,472**	**(7,122,222)**	**-**	**4,012,235**

Charity - year ended 31 December 2025

	Balance at 1 January 2025 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2025 £
General reserves	3,004,598	6,077,375	(5,225,726)	(415,181)	3,441,066
Designated fund - future depreciation	479,513	-	(274,988)	92,736	297,261
Designated fund - strategy delivery	326,452	-	(177,197)	322,445	471,700
	3,810,563	**6,077,375**	**(5,677,911)**	**-**	**4,210,027**

Charity - year ended 31 December 2024

	Balance at 1 January 2024 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2024 £
General reserves	2,980,621	6,165,321	(5,640,312)	(501,032)	3,004,598
Designated fund - future depreciation	561,821	-	(357,348)	275,040	479,513
Designated fund - strategy delivery	951,372	-	(851,264)	226,344	326,452
Designated fund - campaign fund	67,000	-	(67,000)	-	-
Designated fund - research fund	31,000	-	(30,648)	(352)	-
	4,591,814	**6,165,321**	**(6,946,572)**	**-**	**3,810,563**

The unrestricted general reserves of the charity are its 'free reserves'. The designated future depreciation fund which comprises the net book value of fixed assets is excluded because they cannot be quickly realised.

In addition, the Trustees established designated funds to ring fence some of the reserves for specific purposes. The campaign and research funds were fully spent in 2024 with strategy reserve continuing into 2025. The purpose of the strategy reserve is to support the delivery of the charity's business plan and its overarching objectives. For more information see page 44.

The transfers between funds represent the movements to increase the strategy fund in line with agreed plans and the net fixed asset movements.

20. Analysis of net assets between funds

Year ended 31 December 2025

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2025 are represented by:			
Fixed assets	297,261	-	297,261
Net current assets	4,017,260	-	4,017,260
Total net assets	**4,314,521**	**-**	**4,314,521**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2025 are represented by:			
Fixed assets	297,261	-	297,261
Investment	1	-	1
Net current assets	3,912,765	-	3,912,765
Total net assets	**4,210,027**	**-**	**4,210,027**

Year ended 31 December 2024

	Unrestricted funds £	Restricted funds £	Total £
Group			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Net current assets	3,532,722	-	3,532,722
Total net assets	**4,012,235**	**-**	**4,012,235**

	Unrestricted funds £	Restricted funds £	Total £
Charity			
Fund balances at 31 December 2024 are represented by:			
Fixed assets	479,513	-	479,513
Investment	1	-	1
Net current assets	3,331,049	-	3,331,049
Total net assets	**3,810,563**	**-**	**3,810,563**

21. Related party transactions

During the year Drinkaware Trust charged a management fee of £72,000 (2024: £72,000) to Drinkaware Trading Limited, its fully owned subsidiary, for administration and support costs. It also received £201,671 as a Gift Aid payment from Drinkaware Trading Ltd (2024: £96,364).

At the balance sheet date Drinkaware Trust was owed £81,296 (2024: £79,931) by Drinkaware Trading Limited. At the balance sheet date, Drinkaware Trust owed £nil (2024: £6,000) to Drinkaware Trading Limited for trading sales receipts that were paid into the Trust.

During 2025, Admiral Taverns, a related party to Drinkaware Trust by virtue of Trustee Chris Jowsey also being a director of the company (and appointed as a Trustee in 2025), purchased logo licences totalling £2,000 and donated £3,754 to the Trust.

During 2024, Wells & Co Limited, a related party to Drinkaware Trust by virtue of Trustee Paul Wells also being a director of the company, purchased logo licences totalling £2,000 and donated £1,839 to the Trust. Paul Wells stepped down as Trustee in March 2025 (2025: nil).

22. Capital commitments

There were no capital commitments by the charity or group, contracted or authorised at 31 December 2025. At 31 December 2024 there were £36,720 of capital commitments authorised and contracted by the Charity and Group for the development of the new finance systems which was spent in 2025.

23. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up the liability in respect of the guarantee is limited to £1 per member of the charity.

Our funders

1. Admiral Taverns Ltd
2. Adnams PLC
3. Aldi Stores Ltd
4. Amazon Fresh UK
5. Asahi UK Ltd
6. Aston Manor Brewery Company Ltd
7. Avanti West Coast
8. Bacardi Martini Ltd
9. Bancroft Wines
10. Beam Suntory Distribution SL
11. Ben Nevis Distillery Ltd
12. Benchmark Drinks Ltd
13. Berry Brothers & Rudd
14. Blue Tree Ltd
15. Brand Phoenix Ltd
16. Brothers Drinks Co Ltd
17. Brown Forman Beverages Europe Ltd
18. Budweiser Brewing Group UK&I
19. Butlins Skyline Ltd
20. C&C Group PLC
21. Campari Group UK
22. Carlsberg Marston's Brewing Company Ltd
23. Casella Family Brands (Europe) Ltd
24. Castel-Frères
25. CEDC International sp. z o.o (Zybrowka)
26. Cider of Sweden Ltd (Kopparberg)
27. Concha y Toro UK Ltd
28. Corinthian Brands Ltd
29. Cotswolds Distillery
30. CVH Spirits Ltd
31. DGB Europe Ltd
32. Diageo Great Britain Ltd
33. Direct Wines
34. Disaronno International UK Ltd
35. E&J Gallo Winery Europe
36. Edrington Group
37. England and Wales Cricket Board
38. Enotria Winecellars Ltd
39. Estrella Damm
40. Estrella Galicia
41. Freedom Brewery Ltd
42. AG Barr Ltd (Funkin Cocktails Ltd)
43. Glen Turner Company Ltd
44. Global Brands Ltd
45. Gordon & Macphail
46. Guy Anderson Wines Ltd
47. H Weston & Sons Ltd
48. Hallgarten & Novum Wines
49. Harvey & Sons (Lewes) Ltd
50. Hatch Mansfield Ltd
51. Heineken UK Ltd
52. Hippodrome Casino Ltd
53. Hook Norton Brewery Co Ltd
54. Ian Macleod Distillers Ltd
55. Ideal Wine Company
56. InchDairnie Distillery Ltd
57. Intercontinental Brands (ICB) Ltd
58. International Beverage (InverBev)
59. Isle of Arran Distillers Ltd
60. J Chandler & Co (Buckfast) Ltd
61. JD Wetherspoon PLC
62. John E Fells & Sons Ltd
63. Just Eat
64. Kingsland Drinks
65. Laurent-Perrier UK Ltd
66. Lidl GB Ltd
67. Loch Lomond Group
68. Lyme Bay Winery
69. Maisons Marques et Domaines
70. Mark Anthony Brands International
71. Marks & Spencer plc
72. Marston's PLC
73. Masons of Yorkshire Ltd
74. Mast-Jaegermeister UK Ltd
75. Metropolitan Gaming
76. Mitchells and Butlers plc
77. Moet Hennessy UK Ltd
78. Molson Coors Brewing Company UK
79. Morrison Scotch Whisky Distillers Ltd
80. Moth Drinks Ltd
81. North South Wines Ltd
82. Off-Piste Wines Ltd
83. Origin Wine Ltd
84. Parkdean Resorts UK Ltd
85. Pernod Ricard UK
86. Pol Roger
87. Punch Taverns (Services) Ltd
88. Quintessential Brands UK (G&J Greenalls)
89. Rank Leisure Holdings
90. Remy Cointreau UK Ltd
91. Ridgeview Estate Winery Ltd
92. Sainsbury's Supermarkets Ltd
93. Sandford Orchards
94. Sazerac UK
95. SHS Group Drinks Division
96. Southwestern Distillery Ltd
97. Spar (UK) Ltd
98. St Andrews Brewers Ltd (Eden Mill)
99. St Austell Brewery Company Ltd
100. Terroirs et Vignerons de Champagne
101. Tesco plc
102. Thatchers Cider Company Ltd
103. Theakston
104. The Coca-Cola Company
105. The Co-operative Group
106. The Cotswold Brewing Company Ltd t/a Hawkstone
107. The Drinks Company Ltd
108. The Isle of Wight Distillery
109. The Wine Flyer (Avios)
110. The Wine Society
111. Treasury Wine Estates
112. Uber Eats
113. Vinarchy
114. Vintage Roots Ltd
115. Vranken-Pommery Monopole SA
116. Warner's Distillery Ltd
117. Wells and Co Ltd
118. Whisky Exchange / Speciality Drinks Ltd
119. Whitbread PLC
120. Whyte & Mackay Ltd
121. William Grant & Sons UK Ltd
122. WM Morrison Supermarkets PLC
123. Woodforde's Brewery Ltd
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