



Alcohol policy



Ocado.com is the world's largest dedicated online supermarket, offering customers an unbeatable range of over 50,000 products and impeccable service. As a retailer, we understand our responsibility with respect to alcohol – alcohol sales, alcohol deliveries and alcohol consumption.

We recognise that most of our customers enjoy alcohol in moderation, as part of a balanced diet, and can often include alcohol as part of their weekly shop. We passionately believe in offering our customers the widest possible choice, but it is important to us that we give customers the necessary information to enable them to make informed choices. For that reason, customers can see a helpful reminder that the UK Chief Medical Officers recommend adults do not regularly drink more than 14 units per week in the product details section of all alcoholic products. To make this tracking easier for our customers we have also included the units in each product.

To ensure our customers do not feel they always have to choose alcohol in respect of our meal deals and other “package promotions” we routinely include low and no alcohol options.

Alcohol can only be purchased by, and for, individuals aged 18 and over. We prevent under age sales by operating a Challenge 25 policy. If our drivers believe the person they are delivering to appears under 25, they will routinely request ID proving they are over 18.

If an order contains any age restricted items, the drivers hand held device prompts them to challenge 25 and requires their input to confirm they are happy the person looks over 25 or they have checked suitable ID.

If suitable ID is not given during a challenge 25 check, the driver can make a door stop adjustment so the age restricted item is removed from the customer's invoice and returned to our warehouse. All our drivers carry an information sheet of acceptable ID's.

The “**NHS Live Well – Alcohol**” site (www.nhs.uk/livewell/alcohol) and “**Drinkaware**” (www.drinkaware.co.uk) contains useful tools to assist in monitoring alcohol consumption, low or no alcohol alternatives as well as hints and tips on cutting down.