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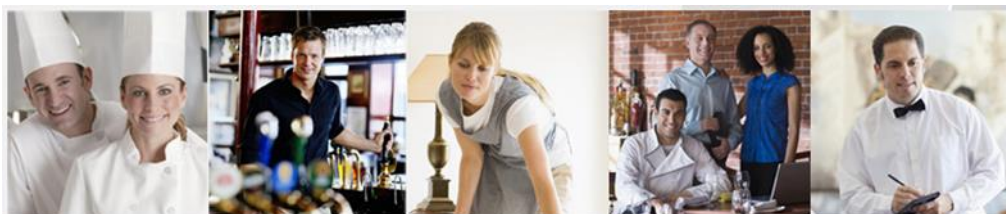


L'organisation professionnelle leader des CHR D

L'Union des Métiers et des Industries de l'Hôtellerie

Workshop on late night entertainment : Best Practices

Tuesday 16 June 2015



C a f é s

H ô t e l s

Restaurants

Discothèques



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Our association, UMIH

UMIH is a French association headquartered in Paris (France) which represents the interests of 80% of the hospitality industry in France and acts, therefore, as the voice of hotels, restaurants, cafés and similar establishments (hereinafter “CHRD”).



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How much?

Alcohol consumed in the CHRD represents today about 10% of the total alcohol drunk in France.

Nearly 90% of the alcohol is sold in supermarkets. However alcohol distributors do not have the same obligations as CHRD.



French regulation on alcohol sales for CHRD

Cafés, hotels, restaurants, nightlife establishments are licensed to sell alcoholic beverages according to categories.

Our profession is regulated by reference to the “*code of public health*”.

Professional responsibility may be engaged in several ways:

- protection against public drunkenness,
- protection of minors,
- criminal and civil liability (aiding and abetting driving while intoxicated, complicity in endangering others), etc.



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Our actions

UMIH is highly motivated on this subject and has taken actions and plans on many levels and especially :

I/ Prohibition of the sale of alcohol to minors;

II/ Campaigns fight against alcoholism among young people;

III/ Distribution of breathanalyzers;

IV/ Fight against binge drinking.



I/ Prohibition of the sale of alcohol to minors

Since the publication of the Law of 21 July 2009, **the provision of alcoholic beverages to minors under 18 years in the establishments serving alcohol is prohibited.**

In this context, **UMIH works and meets regularly the Mildeca** (Interministerial Mission for the Fight against Drugs and substance abuse).

- ✓ Under the consultation procedure, in view of the implementation of the government's plan to fight against drugs and substance abuse, **UMIH was consulted and has shown that Cafes, Brasseries and Discotheques are truly professional and responsible establishments struggling against the consumption of alcohol by minors.**



II/ Campaigns fight against alcoholism among young people

For many years, UMIH, in partnership with the **Road Safety, the Ministry of Transport** and the **association “Business and Prevention”**, is involved in the different steps of prevention and awareness to inform consumers about the risks alcohol abuse.

UMIH is involved, with **departmental organizations**, in campaigns like "*Capitaine de soirée*" and continues **the operations** “young drivers”, “designated drivers”.

- ✓ These operations are organized in nightclubs at parties during which activities are planned to encourage prudence and create reflexes of respect for others and sober driving. **Young drivers** need to be aware of the risk alcohol-driving.



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III/ Distribution of breathanalyzers

UMIH ruled favorably for the provision of breathanalyzers for customers in the establishments concerned.

Recently, the **Interministerial Committee for Road Safety** launched a campaign designed to encourage all establishments serving alcohol, open throughout the day, to make available to their customers certified, chemical or electronic, breathanalyzers.

A national charter was drafted and signed with the professionals, under which they undertake to encourage their members to adopt this measure and to promote self-check for consumers.

- ✓ UMIH believes that the sector CHRD must reconcile its business based on leisure and friendliness with the priorities of public health and road safety.



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IV/ Fight against binge drinking

For UMIH, it is essential to **fight against increased deviant behaviors whose goal is “to get drunk”**.

For example, in recent weeks, a new alcohol “game” spreads on social network : **the neknomination**. It means to drink alcohol in one sip, posting the video on social network and invite some friends to do the same. UMIH alerts regularly the Health Authorities about these excessive behaviors.

Since April 2007, professionals are required to follow specific training on the rights and obligations attached to the management of establishments serving alcohol: the operating license.

To empower and educate all CHRD professionals in the sale of alcoholic beverages, **UMIH worked with the Ministry of Interior in order to create a specific training for persons who sell alcoholic beverages to takeaway between 10:00 pm and 8:00 am (imposed since 24 July 2012) (PV BAN).**

And now, **since June 1, 2013**, training is also required for the management of “*chambres d’hôtes*” when alcoholic beverages is provided.

- ✓ UMIH hopes that a real dialogue could be insured with Mayors in France, because they are important actors on the subject of fight against alcoholism. We put this subject to the local elections that will take place on 23 and 30 March 2014, we draft a manifesto and organize meetings with candidates.



UMIH IN THE EUROPEAN ALCOHOL AND HEALTH FORUM

Since April 2014, UMIH is a member of the European Alcohol and Health Forum (EAHF). In this context, we will implement 2 commitments :

- UMIH will pressure for the creation of a specific training for associations who sell alcoholic beverages (Students nights, Temporary bars, Festive evenings);
- UMIH will inform and advise regularly its members on risks associated with alcohol.



Conclusion

UMIH wishes to underline the position of a responsible profession whose establishments in rural areas and in neighborhoods is a network of reception centers and play a vital social role.



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Thank you !