CAMRA’s campaign objectives backed

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Campaign

New research commissioned by the Campaign shows the strength of support for its manifesto’s three core asks: improved consumer rights, better access to market for independent producer, and fairer tax. CAMRA national chairman Nik Antona (pictured) said: “Our campaigning priorities – and the priorities of consumers across Britain – are clear. The next government should take immediate action for pubs, pints and people.  “Consumers should get a new right to a full pint, and government should make sure people know where their beer is coming from to stop confusion over global giants pretending to be local craft brewers. It’s shocking that only 12 per cent believe a pint is affordable and making tax on pints fairer should also be a priority in order to keep pub going accessible.” Consumers don’t currently have a right to information about where their beer comes from and shockingly, only 17 per cent of real ale drinkers consider themselves very confident in identifying the difference between global brands and independent brewers at the bar.  CAMRA is calling on the next government to introduce this right so consumers can make an informed choice about the products they choose, along with a new right to a full pint – which isn’t currently the law despite being backed by 60 per cent of people.