“There is strong international evidence that tackling price - as part of a package of measures, including education and diversion - can help reduce alcohol consumption and related harm. [...] Research into differing price policy options concluded that a minimum unit price is the most effective [...].”

Scottish Government. Minimum Unit Pricing.

Further reading:

- Institute of Alcohol Studies, minimum unit pricing
- Scottish Health Action on Alcohol Problems (SHAAP), Why Price Matters, Alcohol Minimum Unit Pricing (MUP)