



## **Leading Beer, Wine, and Spirits Producers’ New Online Resource to Promote Responsible Drinking through Consumer Information**

*International Alliance for Responsible Drinking Launches ResponsibleDrinking.org*

**Washington, D.C.** – 13 May 2015 – The International Alliance for Responsible Drinking (IARD,) a not-for-profit organization dedicated to addressing the global public health issue of harmful drinking, today launched [ResponsibleDrinking.org](http://ResponsibleDrinking.org). The consumer-friendly website provides easily accessible information about key issues related to drinking and will be promoted on beverage alcohol packaging for several leading global brands.

Built by IARD to support leading beer, wine, and spirits producers in encouraging responsible drinking, the website is intended to be a helpful health destination for current information on issues related to safe, legal and responsible drinking decisions. Consumers can find information about different forms of beverage alcohol, the immediate and long-term health effects of drinking, as well as examples of when drinking is risky and why some people should choose not to drink.

ResponsibleDrinking.org is an informative repository of leading thought from academia, international health organizations, government, scientific research and the medical field. IARD has translated this science into clear, easy-to-understand language to help consumers make more informed choices.

“IARD believes everyone should make safe, legal and responsible decisions about drinking or not drinking, and that people make better choices based on a solid understanding of the facts,” said Ann Keeling, President and CEO, IARD. “As a global public health NGO, we support the implementation of the global target set by the world’s government of “at least 10% relative reduction in the harmful use of alcohol” by 2020.”

In 2012, the historic [Beer, Wine and Spirits Producers’ Commitments to Reduce Harmful Drinking](#) were signed by CEOs of leading global producers to build on their long-standing efforts to reduce harmful drinking. In support of those Commitments, of which IARD is the secretariat, the new website provides clear, easily understood information to help consumers drink responsibly if they choose to drink.

“At IARD, Member Companies from all sectors of the alcohol industry – beer, wine, and spirits – come together with the common purpose of being part of the solution to harmful use of alcohol. We are determined to strengthen and expand our long-standing efforts to combat harmful drinking in the markets we serve.” said Rick Wilson, IARD Chairman and Senior Vice

President, External Affairs & Corporate Responsibility, Bacardi-Martini, Inc. “This website contributes to one of the five key areas in our Commitments. Providing consumer information on our products and packaging is something we are dedicated to continuously deliver.

As part of the Commitment to greater consumer education, IARD member companies will promote the new website, link to it from their own landing pages, or link to equivalent sites they have developed independently. By 2017, all signatory companies will add the URL or a URL to a comparable site of their own to their alcohol beverage packaging. The site will be monitored regularly, and will be translated into multiple languages to help ensure its content is accessible to consumers around the world.

The Signatories to the Commitments are:

- Anheuser-Busch InBev
- Asahi Group Holdings, Ltd.
- Bacardi Limited
- Beam Suntory
- Brown-Forman Corporation
- Carlsberg
- Diageo
- Heineken
- Kirin Holdings Company, Limited
- Molson Coors
- Pernod Ricard
- SABMiller

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***For editors:***

*What is IARD?*

*The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to addressing the global public health issue of harmful drinking and promoting responsible drinking. As a contributing risk factor for three major non-communicable diseases (NCDs), reducing harmful drinking is a priority for the world’s governments, as set out in the WHO Global Action Plan on NCDs and the UN Political Declaration on the Prevention and Control of NCDs, giving increased momentum to IARD’s work. IARD supports implementation of the WHO Global Strategy to Reduce the Harmful Use of Alcohol and the constructive role Member States have identified for producers.*

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