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**FIVE YEARS ON: World's leading beer, wine, and spirits producers have reached hundreds of millions of people across the globe in their mission to combat harmful drinking**

The 11 companies behind some of the world's most popular beer, wine and spirits brands have forged new and innovative partnerships across sectors through their Producers' Commitments, and their achievements include:

- Delivering an average of 347 drink driving prevention programs per year between 2014 and 2017
- Reaching over 6 million underage individuals face-to-face interactions to reduce underage drinking
- Increasing the number of local responsible retailing initiatives by 66% between 2014 and 2017
- Placing responsible alcohol advertising codes in 97% of contracts with advertising agencies in 2017
- Launching initiatives in over a hundred countries\*

In 2012, the producers that form the International Alliance for Responsible Drinking (IARD) committed to work together to combat harmful drinking and set new responsible standards for their wider industry.

The [executive summary of their Producers' Commitments](#), out today, details the progress made over the five years and demonstrates tangible evidence of support for a whole-of-society approach to help tackle noncommunicable diseases (NCDs), as well as meeting the targets laid out within the Sustainable Development Goals (SDGs). The full, assured report will be released in September.

While progress has been made and positive change is evident in many areas of the world – in underage drinking, drinking to excess, and drinking and driving – IARD members want to see positive change in every part of the world.

IARD's members are committed to continuing the spirit of the Producers' Commitments, as the current set comes to an end, while also seeking to develop new robust standards with an initial focus on responsible marketing standards for digital channels.

IARD and its members are calling on others to join them as part of a movement of positive change that's focused on combating harmful drinking and accelerating action towards meeting the targets and goals set out within the SDGs.

**Ivan Menezes, IARD CEO Chair and Chief Executive of Diageo** commented "Having reached the end of our five years we can reflect proudly on the tangible difference we have already made, as well as the work we need to do in the future.

"It's our duty to fight the harmful use of alcohol to help improve global health as well as reduce the risk of noncommunicable diseases.



“Through our Producers’ Commitments, we have laid strong foundations for the work ahead, but recognize there is a lot more to do. But we cannot act alone. Innovative partnerships, with retailers, government departments, health agencies and nongovernmental organisations have been instrumental to the progress we have made.”

**IARD’s CEO and President Henry Ashworth** stated that “The Producers’ Commitments demonstrate the determination of these leading global producers to be catalysts of change, and highlight the impact they can have by working with governments and NGOs.

“A whole-of-society approach is critical in delivering sustainable development locally, nationally, and globally and our collective efforts can go much further if we move from a shared agenda to shared solutions. Together we can achieve change; reducing the harmful use of alcohol and accelerating progress towards the SDGs.”

**Key achievements of the Producers Commitments include\*:**

**Reducing underage drinking**

- 6 million underage people reached with face-to-face interactions between 2015 and 2017
- 3 million influencers reached with education focused programs between 2015 and 2017
- Over half a billion people (546 million) reached between 2014 and 2017 through media and social channels

**Reducing drinking and driving**

- Members operated an average of 347 drink driving prevention programs per year between 2014 and 2017
- Drink driving programs and pilots were operating in 76% of countries where members were commercially active in in 2017

**Strengthening marketing codes of practice**

- 97% of members contracts with advertising agencies in 2017 specified that they had to comply with our responsible advertising codes
- Non-industry participation was established in existing self-regulatory processes in 53 countries of commercial activity, on average, between 2014 and 2017

**Providing consumer information and responsible product innovation**

- Of the four signatories reporting by volume, 85% of products carried symbols or words warning against harmful drinking in 2017
- Of the seven signatories reporting by brands, 59% of products carried symbols or words warning against harmful drinking 2017

**Working with retailers**



- An average of 224 local responsible retailing initiatives were operating per year between 2014 - 2017
- 66% increase in the number of local responsible retailing initiatives between 2014 – 2017

## ENDS

The 11 signatories to the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking are Anheuser-Busch InBev, Asahi Group Holdings, Bacardi, Beam Suntory, Brown-Forman Corporation, Carlsberg, Diageo, HEINEKEN, Kirin Holdings Company, Molson Coors, and Pernod Ricard.

### The Producers' Commitments

- Reducing underage drinking
- Strengthening & expanding marketing codes of practice
- Providing consumer information & responsible product innovation
- Reducing drinking and driving
- Enlisting the support of retailers to reduce harmful drinking

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol. For more information on our membership and what we do, please visit [www.iard.org](http://www.iard.org).

\*For more information contact: [PDarbari@iard.org](mailto:PDarbari@iard.org) or call + 44 781 807 1922