

# PROVIDING CONSUMER INFORMATION AND RESPONSIBLE PRODUCT INNOVATION

*As industry leaders, we're committed to responsible product and packaging innovation, ensuring that our new products and their packaging do not appeal to underage youths, do not claim any health benefits, and do not appear to encourage excessive or irresponsible consumption.*

We are committed to combating underage drinking and drink driving, and discouraging pregnant women from drinking alcohol, through warning labels on our products.

We agreed on a specific KPI for responsible product innovation in response to public health concerns about excessive quantities of added stimulants. In 2013, we decided our

definition of "excessive quantities" would match the level of the United States Food and Drug Administration (FDA) consider safe for non-alcohol beverages. There is more information on this, and other guidelines, in the report ["Stimulants Added to Alcohol Beverages: Research Review and Discussion."](#)<sup>1</sup>

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## Action 7:

### Responsible product innovation

We had a very high compliance rate – nearly 100% – with the two KPIs about responsible product innovation over the first three years, as we reported in our [2015 report on stimulants in alcohol beverages](#)<sup>2</sup>; changes in performance are therefore unlikely using the current monitoring methodology. The survey and previous Commitments progress reports have outlined internal company codes of practice and monitoring practices.

## Action 8:

### Providing consumer information

When we set out this commitment, we acknowledged that changing our packaging would follow the business cycles and could take up

to five years. So, while we have made some progress already, there will be even more over the next few years as we refresh and redevelop our packaging.

While we are committed to applying these standards to all brands in all markets, smaller brands by volume have a disproportionate impact on the primary indicator calculation by percentage of brands or volume.

<sup>1</sup><http://www.iard.org/wp-content/uploads/2018/09/2013-Stimulants-Research-Review.pdf>

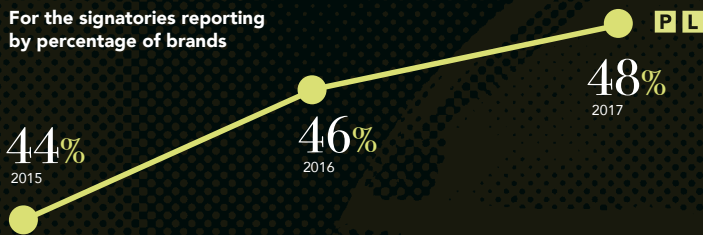
<sup>2</sup><http://www.iard.org/wp-content/uploads/2018/09/2015-Stimulants-Survey-Report.pdf>

COMMITMENT  
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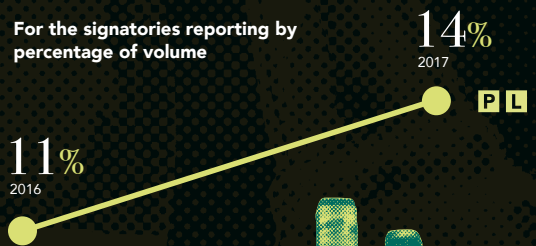
Key to KPI infographics: **P** Progressive **C** Cumulative **O** Only 2017 data **L** Limited data set, figures for 2013–2017 were not available

**ACTION 7: RESPONSIBLE PRODUCT INNOVATION**

For the signatories reporting by percentage of brands



For the signatories reporting by percentage of volume



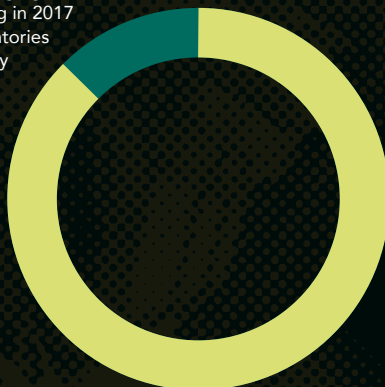
The primary indicator for this KPI – expressed as a percentage of either number of brands (8a) or percentage of volume (8b) – is the inclusion on product packaging of both one or more symbols (or equivalent words) and the address of a website containing additional information, including alcohol product strength and reminders about the dangers of excessive drinking on health.

**ACTION 8: PROVIDING CONSUMER INFORMATION**

Percentage of brands/volume carrying at least one of the symbols and/or equivalent words

**85%** <sup>P L</sup>

of products carried symbols or words warning against harmful drinking in 2017 out of the signatories that reported by volume (86% in 2016)



**59%** <sup>P L</sup>

of products carried symbols or words warning against harmful drinking in 2017 out of the signatories reporting by brands (62% in 2015, 62% in 2016)

This equates to

**9,871** <sup>O</sup>

brands in 2017



# COMMITMENT 3 IN ACTION

## Promoting better health through reducing harmful drinking behaviors:

We communicate with our consumers about the importance of responsible drinking behaviors through our packaging and websites, and associated campaigns. These selected case studies highlight regional and national programs, and our varied priorities, actions, and challenges around the world; these programs are carried out by individual companies as well as partnerships.

### PARTNERSHIP: EUROPE'S STUDENTS LEARN ABOUT RESPONSIBLE DRINKING

Pernod Ricard partnered with the Erasmus Students Network (ESN) to run the “Responsible party”<sup>1</sup> campaign in 32 countries across Europe. They trained student volunteers in health awareness and the importance of responsible drinking, so that they could talk to their peers during parties about the risks of harmful drinking and how to address it. The volunteers also distributed promotional material, including leaflets, water bottles, condoms, sunglasses, breath-testing devices, lanyards, and pens.

The campaign launched in 2010 and ran until 2017, reaching over 367,000 students. Researchers found that 89% of survey respondents said that “Responsible Party” was useful, 61% agreed that they had changed their alcohol-related behaviors, and 41% stated that they had decreased their alcohol consumption.



### PROGRESS: ALCOHOL-DEPENDENCY TREATMENT IN NORTH AMERICA



Brown-Forman supports five organizations in its hometown of Louisville, Kentucky that help alcohol-dependent people, and their families, on the road to recovery: The Healing Place, Volunteers of America Mid-States, The Morton Center, The West End Token Club, and House of Hope. The producer has expanded this type of work in Virginia, California, and New York. Brown-Forman is committed to continuing to fight harmful drinking and is in the process of launching similar partnerships in Slovenia, Bosnia and Herzegovina, and England.



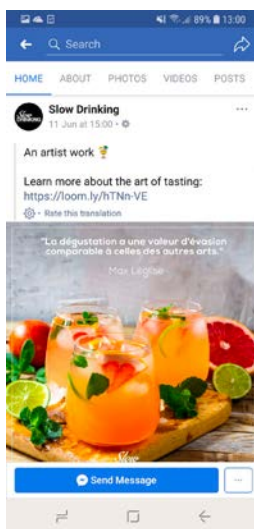
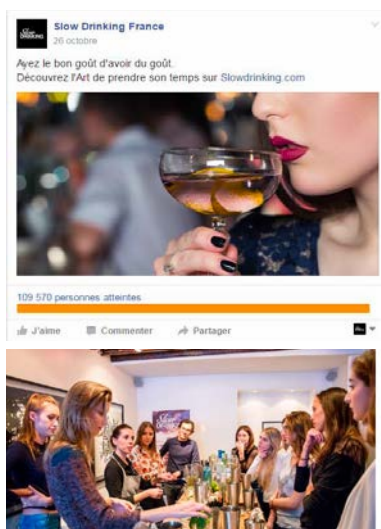
<sup>1</sup><https://www.responsible-party.com/prehome/>

## SHAPING SOCIETY: SAVORING LIFE IN WESTERN EUROPE

Bacardi's "Slow drinking"<sup>1</sup> campaign encourages consumers in France to pause, and enjoy the moment, instead of rushing through life. Inspired by the European slow movement, and the subsequent philosophies of similarly slowing down to appreciate life's pleasures, the campaign reminds consumers to take the time to appreciate various elements of life and savor their cocktail by prioritizing quality over quantity.

The campaign has a busy social media presence, and a website including features on

enjoying slow drinking, and tips and resources for managing alcohol consumption. Its Facebook page reached 2.4 million people, with around 27,000 likes and 78,400 engagements in total. There were over 55,000 website sessions in 2017, and advertisements for "Slow Drinking" appeared in 200,000 "Le Parisien" cocktail bar guides and 126,000 copies of financial newspaper "Les Échos". The model is being adapted and shared in other countries, including Italy and Spain, which also appreciate "l'art de vivre" ("the art of living").



## INNOVATION: CAMPAIGNING IN EASTERN EUROPE FOR ALCOHOL-FREE PREGNANCIES

The innovative "Nine months with zero alcohol" campaign raised awareness in Slovakia and Romania about fetal alcohol spectrum disorders (FASDs) and the importance of not drinking alcohol while pregnant.

The Slovakian subsidiary of Asahi Breweries Europe Group partnered with health experts and clinics to run the program. In 2017, Asahi engaged more than 25 outlets, 240 gynecological health clinics, and almost 600 specialists, such as doctors and teachers.

Romania's Ursus Breweries partnered with experts and influencers to educate consumers. As part of the campaign, the Romanian popstar ADDA performed a song – "Am grijă de noi"<sup>2</sup> ("I take care of us") – created to promote the cause; it reached 1.1 million views within a month of its release in 2017. The song includes a mix of babies' heartbeats, recorded from mothers' wombs, while the emotional video shows how a young couple change their lifestyle after realizing that they're going to become parents, including abstaining from alcohol during pregnancy. The theatre play "430" was another element of the campaign; this powerful production highlighted the risks of drinking during pregnancy, starred Romanian celebrity and influencer Dana Rogoz, and was seen by 1,600 people.

*"One of the most beautiful campaigns that I have ever made; I am honored to be its ambassador and am fully committed to this pioneering approach to future parenthood."*

Dana Rogoz



<sup>1</sup><https://www.slowdrinking.com/us/en/>

<sup>2</sup><https://www.youtube.com/watch?reload=9&v=tQQOvgP2Or1Y>