

GUIDING PRINCIPLES FOR RESPONSIBLE RETAILING OF BEVERAGE ALCOHOL

As the world's leading retailers and producers of beer, wine, and spirits, we are working together to strengthen retailing practices that reinforce the importance of responsible drinking.

We recognize that excessive or inappropriate consumption of alcohol can have a serious effect on individuals, families, communities, and on society as a whole. As producers and retailers, we want to play our part to help reduce harmful drinking.

We share the view with public health experts that both producers and retailers have a role to play in promoting safe drinking environments and helping prevent the harmful use of alcohol. We support the WHO Global Strategy to Reduce the Harmful Use of Alcohol and the activities it outlines as appropriate for producers and retailers. With those activities in mind, we have agreed the following Guiding Principles for Responsible Retailing of Beverage Alcohol identify standards that highlight best practices for selling and serving alcohol at the retail level. The compendium of best practices provides examples of responsible retailing programs and resources. Read more at bit.ly/RetailCommitment.

We are mindful of the complexity of this engagement, given the large number of retail outlets, their often independent ownership, their diversity (e.g., bars, cafes, restaurants, hotels, nightclubs, supermarkets, shebeens, tiendas, specialty and grocery stores), the different types of retail outlets (e.g., on-premise consumption as well as purchases for home / take-away consumption), and the great differences in retailing practices and establishments around the world. Given the diversity of national context, laws, and cultures in determining how alcohol is sold, these principles require practical adaptation to the local context and circumstances while observing relevant competition laws.

1

ENFORCEMENT OF MINIMUM LEGAL PURCHASE AGE LAWS CAN CONTRIBUTE TO THE REDUCTION OF ALCOHOL-RELATED HARM

Most countries have a minimum legal purchase age, yet drinking by those under the minimum age remains a concern in many parts of the world, both for the underage drinker and society.

We endorse upholding minimum legal purchase age laws through efforts, such as :

- Training staff / servers to identify and deny service to underage who attempt alcohol purchases
- Prominently displaying age restriction policies
- Where government-issued identification (ID) cards are commonly used by the population, requiring ID for anyone appearing underage
- Where government-issued identification cards are commonly used by the population, administering regular retailer compliance checks, for example using “mystery shoppers”

For online sales and delivery services:

- Requiring website purchasers to enter their birth date - including month, date, and year - prior to making a purchase, and where relevant, country of residence
- Asking the purchaser to show proof of age upon delivery

2

EFFORTS TO MINIMIZE BINGE OR EXCESSIVE DRINKING AT RETAIL ESTABLISHMENTS CAN MEANINGFULLY CONTRIBUTE TO REDUCING ALCOHOL-RELATED HARM

To help ensure an enjoyable experience for all, the environment itself should help promote moderation.

We endorse retailer activities, such as:

- Training server / staff on the effects of alcohol, signs of excess alcohol consumption, and effective intervention techniques
- Denying service to clearly intoxicated patrons
- Avoiding irresponsible promotions
- Avoiding drinking contests and games that may encourage excessive or binge drinking
- Ensuring that alternative beverages, such as non-alcohol drinks, water and soft-drinks, are available

3

ACTIVITIES IN THE RETAIL ENVIRONMENT CAN PROMOTE ROAD SAFETY

Further to reducing excessive or binge drinking, the following actions can contribute to preventing drinking and driving.

We endorse retailer activities which promote road safety objectives, particularly for on-premise retail establishments, such as:

- Training server / staff on methods for handling patrons who may be at risk of drinking and driving
- Encouraging the use of designated drivers among patrons, where relevant
- Making information available to patrons regarding safe transport options or transport contact / location information

4

CHARACTERISTICS OF THE DRINKING ENVIRONMENT CAN PROMOTE RESPONSIBILITY AND MINIMIZE HARM

Further to reducing excessive or binge drinking, the following actions can contribute to preventing drinking and driving.

We endorse retailer activities which promote road safety objectives, particularly for on-premise retail establishments, such as:

- Encouraging the use of designated drivers among patrons, where relevant
- Making information available to patrons regarding safe transport options or transport contact / location information