



The world's leading beer, wine, and spirits producers are taking action against COVID-19

IARD member companies are helping fight COVID-19 globally with initiatives including*:



Supplying over **700 million bottles**** of hand sanitizer



Support for the hospitality industry totaling over **\$125 million**



Taking action on **six continents**



Additional financial contributions totaling over **\$40 million**, with the majority directed towards healthcare, research, and community relief efforts

The COVID-19 pandemic is a global health and societal emergency, presenting unique and urgent challenges to the world. The members of the International Alliance for Responsible Drinking (IARD) have stepped up to contribute during this time of crisis, using their unique resources and positioning to help through a variety of initiatives. All of IARD's members are helping to address the global shortage of hand sanitizer. Also, they are all supporting workers in the hospitality industry, many of whom are facing financial hardship and job losses due to the pandemic. IARD members are also working in partnership with governments and nongovernmental organizations (NGOs) to deliver help where it is most needed. These initiatives and actions are only possible due to partnerships among public, private, and civil society sectors, which can achieve greater impact than any sector working alone.

The World Health Organization (WHO) and the International Chamber of Commerce (ICC) jointly **called on the private sector and national governments to collaborate** to fight against COVID-19. And IARD's members are committed to keep working in partnership to do so: helping protect communities across the world and fight COVID-19, as part of a whole-of-society approach.



*The figures and actions throughout the case study are accurate as of July 31, 2020.

**For this calculation, bottle size has been standardized to 250 ml.

Highlights of IARD members' actions across the globe

The world's leading beer, wine, and spirits producers are helping to fight COVID-19. A selection of their initiatives follows:

U.S.: Brown-Forman is donating up to **\$1M** to support hospitality, with beneficiaries including the United States Bartenders' Guild's (USBG) emergency fund.

U.S.: Diageo* announced a **\$20M** community fund to support social justice, helping Black communities and businesses to recover from the pandemic.

U.S.: Molson Coors donated **50,000** cans of water to the Salvation Army in Colorado.

MEXICO: Heineken is supporting **50,000** servers at **10,000** restaurants and bars with its *Por Tu Restaurante* initiative.

CARIBBEAN: West Indies Rum & Spirits Producers' Association (WIRSPA)** members have produced and donated over **600,000** litres of alcohol-based sanitation products.

COLOMBIA: AB InBev's Bavaria – in partnership with Binner – is producing sanitizer using surplus alcohol from **NO-ALCOHOL BEERS**.

BRAZIL: AB InBev produced **500,000** bottles of hand sanitizer gel using leftover alcohol from Brahma 0.0.

U.K.: Pernod Ricard's Chivas Brothers donated **100,000** liters of alcohol for sanitizer production.

U.K.: William Grant & Sons launched the **#STANDBFAST** global campaign to support hospitality charities.

SPAIN: Beam Suntory donated **NEUTRAL ALCOHOL** to local governments.

AFRICA: Diageo has donated sanitizer in **SEVEN COUNTRIES*****.

SOUTH AFRICA: AB InBev is donating **150,000** liters of hand sanitizer to government agencies.

SOUTH AFRICA: Pernod Ricard has committed **\$110,000** to support bartenders through its *#KeepTheSpirit* initiative.

CHINA: Pernod Ricard donated **\$280,000** to establish a fund for medical workers.

JAPAN: Asahi and Kirin Breweries collaborated with sake breweries to distil and donate **1,260** liters of alcohol for hand sanitizer.

MALAYSIA: Carlsberg has pledged **\$350,000** to assist Chinese primary schools.

AUSTRALIA: DrinkWise**** launched a **MARKETING CAMPAIGN** to promote moderation during the pandemic, for those who choose to drink.

AUSTRALIA: Diageo launched a nationwide support package valued at **\$850,000** (AUD \$1.2M) designed to help rebuild the Australian bar industry.

AUSTRALIA: Lion created a campaign promoting **PHYSICAL DISTANCING**, and a **COVID-19 TRACING APP**.

*This \$20 million is part of Diageo's *Raising the Bar* initiative (see back page)

**WIRSPA is a member of IARD's Partnership Council. WIRSPA's own members include producers across Trinidad & Tobago, Dominica, Dominican Republic, Guyana, St. Kitts, St. Lucia, St. Vincent, Suriname, Haiti, Antigua, Grenada, Jamaica, Barbados, and Belize.

***The seven countries are Cameroon, Ethiopia, Nigeria, South Africa, Uganda, Ghana, and Kenya.

****DrinkWise's industry contributors include several of our signatory companies: the local operating companies of AB InBev and Kirin, plus Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard.



- William Grant & Sons will produce what will equate to at least **24.3 million 500ml-bottles**. at sites in Scotland, Ireland, and the State of New York, USA.
- Diageo is donating over **10 million bottles of hand sanitizer** to support frontline healthcare workers in over 20 countries.
- AB InBev is producing **50,000 liters of ready-to-use disinfectant alcohol**, using the alcohol left over from producing alcohol-free beers, including Jupiler 0.0 and Beck's Blue.
- Globally, Bacardi has committed to producing more than **1.5 million liters of hand sanitizer**.
- Pernod Ricard has produced more than 3.5 million liters of pure alcohol to produce over **100 million 500ml-bottles of hand sanitizer**.
- Brown Forman donated **100,000 liters of hand sanitizer** and produced enough ethanol to make over 111 million liters of hand sanitizer.
- Beam Suntory has provided **neutral alcohol to hospitals and healthcare facilities** in Japan to help meet the increasing demand for sanitizer, due to the pandemic.



- Through its new global *Raising the Bar* program, Diageo is providing **\$100 million** to support the recovery of major hospitality centers around the world.*
- Bacardi is supporting the hospitality industry through its global *#RaiseYourSpirits* initiative, donating at least **\$4 million** worldwide.
- AB InBev launched its *Save Pub Life* campaign across Europe, which is providing **over €6 million (\$6.8 million)** worth of aid for bars and pubs through business support, financial donations, and a giftcard scheme for patrons.
- Pernod Ricard increased support for Groupe SOS's 1000 Cafés initiative, which **supports 1,000 new or existing cafés** in 1,000 small towns across France with financial grants and tools to support responsible sales.
- Molson Coors pledged **\$1 million** to the United States Bartenders' Guild's (USBG) Bartender Emergency Assistance Program (BEAP), which supports hospitality workers.
- Beam Suntory donated **\$1 million**, in partnership with Southern Glazer's, to support the USBG's Bartender Emergency Assistance Program and the Restaurant Workers Community Foundation (RWCF).
- Brown-Forman Corporation is giving **\$1 million** to support hospitality workers, including donations to the RWCF's COVID-19 Crisis Relief Fund and the USBG's Bartender Emergency Assistance Program.
- Pernod Ricard Winemakers pledged **AUS \$100,000 (\$70,000)** to provide meals to hospitality professionals in Australia through its new *Meals for Mates* initiative.



- Heineken **created a social media campaign and advertisements** – *#SocializeResponsibly* – encouraging people to stay connected socially while staying apart physically.
- To help reduce social isolation, Brown-Forman **launched its Cheers to Making Social Distancing, Social campaign**, featuring regular people connecting while physically distancing.
- Kirin's subsidiary Lion **created advertisements using their beer brands** to encourage Australians to respect social distancing measures, reinforcing the *#StayHome* message through a national press campaign and digital content.
- Diageo **created the Virtual Good Host Guide**, which provides tips on how to be the perfect online host. The campaign launched on Instagram, Facebook, and Twitter, and builds on Diageo's long-standing commitment to promote positive drinking through moderation and action to combat the harmful use of alcohol.
- In the Caribbean, Heineken's Red Stripe made **radio, print, and billboard advertising spaces available for the Ministry of Health and Wellness** to use for its public education campaign.



- The Carlsberg foundation donated **DKK 95 million (\$14.4 million)** to accelerate research into tackling COVID-19.
- Heineken is donating **€15 million (\$16.3 million)** to the International Federation of Red Cross and Red Crescent Societies' (IFRC) relief efforts for the most vulnerable people affected by Covid-19, in particular in Africa, Asia, and Latin America.
- AB InBev will **redirect \$5 million** that it would normally spend on sports and entertainment marketing to the American Red Cross for their relief work.
- In Japan, Asahi donated **150 million yen (\$1.3 million)** worth of food to social causes.
- In Germany, Beam Suntory donated **€100,000 (\$110,000)** to the German Red Cross (DRK) to help the health and emergency services fight COVID-19 and support affected communities.

The way forward

Beer, wine, and spirits producers expect to keep contributing to the fight against COVID-19. As many governments around the world change their initial restrictions, a new set of challenges will arise. IARD's members are well positioned to keep helping with the COVID-19 response and can adapt as needs change because of their global supply chains, strong manufacturing capabilities, and employment potential.

*This \$100 million program includes the \$20 million Community Fund announced in the United States on 12 June 2020. The cities in the Raising the Bar program include New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney, and more.