

**talking
alcohol.com**

*encouraging people
to make informed
choices about alcohol*



you must be of
legal drinking age
to enter this site*

- ▶  česká verze
- ▶  versione italiana
- ▶  versión española
- ▶  wersja polska
- ▶  magyar verzió
- ▶  versiunea în română
- ▶  nederlandse versie
- ▶  中文版本
- ▶  indian version
- ▶  version français
- ▶  versão português

select a country
Your country of residence ▼

enter date of birth
DD MM YYYY **enter**

☐ Remember my details
Do not select on shared computers

*This site uses cookies. By providing your age, you are agreeing to the use of cookies as described in our [privacy notice](#).



Enabling informed choices

– Commitment Report

January 2016

Introduction

SABMiller is one of the world's largest brewers with a significant presence in Europe. We have nearly 10,000 people employed directly in the EU across 17 brewing locations and our business supports 175,000 jobs across our supply and distribution chains. Our business is focused on a portfolio of well-loved local brands and we are committed to making a difference in the communities that we serve.

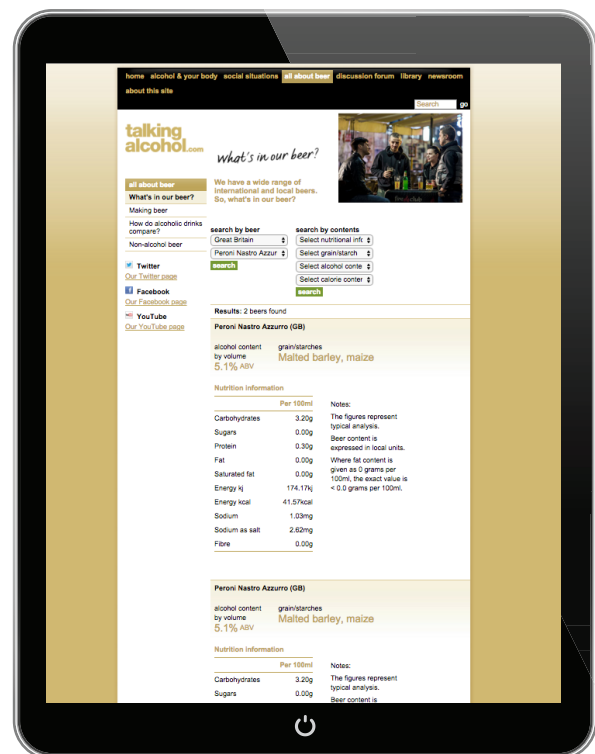
While the vast majority of our consumers are responsible people drinking moderately, those who drink irresponsibly do damage to themselves, those around them and the communities they live in. Curbing irresponsible consumption is therefore our top priority. Our vision is to bring refreshment, sociability, improve livelihoods and build communities; as such we care about the effects of harmful alcohol consumption.

We have been involved in the work of the EU's Alcohol and Health Forum (EAHF) since its inception in 2007 and we are among the leading contributors to the commitment process. We believe that the forum has helped to stimulate real on-the-ground actions which are making a difference; for this reason it is the best framework to address harmful drinking at EU level.

In particular, commitments made by the brewers to provide nutritional information on their drinks have gone beyond what is legally required. Through our commitment, we have brought this information to consumers in a matter of months whereas it would have taken years to achieve a similar result through legislation.

We are proud to report that we have now fulfilled our commitment to provide nutritional information online on the beer brands that are produced and sold in Czech Republic, Hungary, Italy, Poland, the Canary Islands, UK, Netherlands, Slovakia and Romania*.

The fulfillment of the EAHF commitment "enabling informed choices" has been assured by KPMG.



<http://www.talkingalcohol.com/index.asp?pageid=17>

This report to the European Alcohol and Health Forum documents the results of our commitment "enabling informed choices", no. 1414420792884-1677.

The commitment and the protocol, available on the website of the European Alcohol and Health Forum <https://webgate.ec.europa.eu/sanco/heidi/eahf/commitment/view/1677> form the criteria for this report.

*See details on page 3

Our commitment and the results

In 2008, SABMiller launched www.TalkingAlcohol.com to help consumers make informed choices about alcohol. The website includes a section on 'what's in our beer', which already included information regarding the calorie, carbohydrate, fat, and alcohol content, as well as the grain/starch source, of our brands. This was available in English, Spanish, Italian and Dutch.

The commitment we made in 2014 was to:

- Add information about the protein content to provide information on the big 4 nutritional values (calories, carbohydrates, proteins and fat) for our beer brands (except seasonal and limited product offerings).
- Make this information available in Polish, Czech, Slovak, Romanian and Hungarian, either on local Talkingalcohol.com website or local corporate websites.

Throughout 2015, we worked towards the implementation of our commitment. This involved:

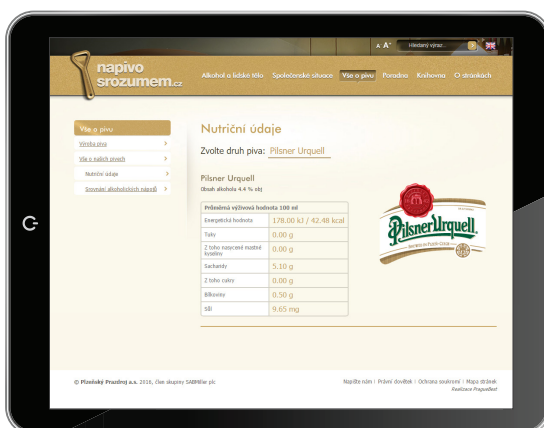
- Gathering information from the different markets on products they produce and sell.
- Chief Brewer overseeing the accuracy of the nutrient data.
- Uploading data to websites at group and market levels.

The nutritional information was obtained via lab-analysis from different sources which in some cases resulted in different values. These differences were handled by the Chief Brewer by confirming the final nutrient data presented on the websites. Because of diverse beer portfolio in several markets, this commitment focused on beer brands produced and sold in the given market. Any brands that are produced by SABMiller but imported from other countries, were acquired after October 2014, or produced and sold under license by a third party are not disclosed either.

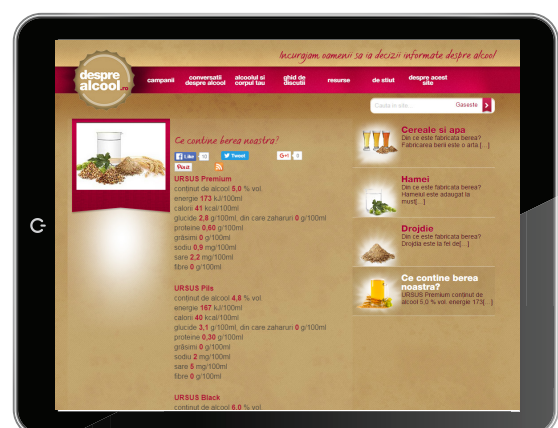
As of December 2015, we are providing online nutritional information on non-seasonal brands that are produced and sold in our key European markets - Czech Republic, Hungary, Italy, Poland, the Canary Islands, UK, Netherlands, Slovakia, and Romania.

The content of the existing TalkingAlcohol website has been translated and is now available in English, Spanish, Italian, Dutch and French. For Poland, Czech Republic, Slovakia, Romania and Hungary the nutritional information is provided on local versions of the TalkingAlcohol website, which also provide localised content about beer and alcohol and health.

In fact, we even went beyond our commitment as we are providing nutritional information on the big 7 nutrients (energy (in kJ and kcal), protein, carbohydrate, sugars, fat, saturated fat, sodium / salt) on our brands and made the information available in even more languages (English, Spanish, Italian, Dutch, Polish, Czech, Slovak, Romanian, Hungarian and French).



<http://www.napivosrozumem.cz/vse-o-pivu/nutricni-udaje.html>



<http://www.desprealcohol.ro/totul-despre-bere/despre-berea-noastra/>

Conclusion and future ambition

	Pre-commitment	Commitment	Results
Talking Alcohol website			
Providing nutritional information on	Calorie, carbohydrate, and fat	Calorie, carbohydrate, fat, and protein	Calorie, carbohydrate, sugar, fat, saturated fat, protein and salt
Available in	English, Spanish, Italian, Dutch	English, Spanish, Italian, Dutch, Polish, Czech, Slovak, Hungarian, Romanian	English, Spanish, Italian, Dutch, Polish, Czech, Slovak, Hungarian, Romanian, French.

Within a year, we have fulfilled our commitment and enabled consumers to make informed choices by providing them with full nutritional information on our beers online. During the commitment implementation, we encountered a challenge in ensuring that nutritional information across countries is measured and established in a consistent way. Based on this experience we will make sure that at the next nutrition and brand data update cycle within 12 months on Talkingalcohol.com and its local versions, we will follow a more structured approach to determining and publishing nutritional values.

We are pleased that the entire brewing industry is moving in this direction, with the commitment submitted by the Brewers of Europe on 5 November to the EAHF on “informing consumers about beer ingredients and nutritional values”. For our part, we will now work towards adding full ingredients and energy (kCal) per 100ml on label to our 80% of our consumer facing packs by end 2017, and also add nutrition information on the big 7 nutrients to secondary packs.



http://www.abcalkoholu.pl/co_zawiera_nasze_piwo



<http://www.promileinfo.sk/content/vsetko-o-pive>



http://www.dreherzrt.hu/portal/main.php?heading_id=131

Independent auditor's assurance report

To the Board of Management of SABMiller Europe AG

Our conclusion

We have reviewed the Commitment Report January 2016 "Enabling informed choices" (hereafter: the Report) of SABMiller Europe AG (further SABMiller). Based on our review, nothing has come to our attention to indicate that the Report is not presented, in all material respects, in accordance with the criteria as described on page 2.

Basis for our conclusion

SABMiller describes in its Report the results of its commitment 1414420792884-1677 (hereafter: the Commitment) to the European Alcohol and Health Forum.

We conducted our engagement in accordance with ISAE 3000 "Assurance Engagement other than Audits or Reviews of Historical Financial Information". We do not provide any assurance on the achievability of the objectives, targets and expectations of SABMiller.

Our responsibilities under ISAE 3000 procedures performed have been further specified in the paragraph titled "Our responsibility for the review of the Report".

We are independent of SABMiller in accordance with the "Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten" (ViO) and other relevant independence requirements in The Netherlands. Furthermore we have complied with the "Verordening gedrags- en beroepsregels accountants" (VGBA).

This standard requires, among others, that the assurance team possesses the specific knowledge, skills and professional competencies needed to provide assurance on the subject matter information, and that they comply with the requirements of the Code of Ethics for Professional Accountants of the International Federation of Accountants to ensure their independence.

We believe that the review evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Key review matters

Key assurance matters are those matters that, in our professional judgment, were of most significance in our review of the Report. The key assurance matters are not a comprehensive reflection of all matters discussed.

These assurance matters were addressed in the context of our review of the Report as a whole and in forming our conclusion thereon, and we do not provide a separate conclusion on these matters.

Attention for the completeness of the list of brands

To ensure SABMiller meets its commitment as documented in November 2014 with the European Alcohol and Health Forum, we have reviewed whether internal controls exist to ensure all brands in the scope of the commitment are included on the websites specified in the commitment.

Attention for existence of the nutritional information

On a sample basis, we have reviewed whether nutritional information is disclosed for the brands that are in the scope of the commitment on the websites identified by SABMiller in its criteria.

Emphasis of matter

Without affecting the conclusion presented above, we would like to draw the readers' attention to the fact that only nutritional information about brands produced and sold in the countries specified by the Commitment are disclosed on the websites of SABMiller.

This implies that any brands that are produced by SABMiller but imported from countries not in scope of the Commitment, or produced and sold under license by a third party are not listed.

Also SAB Miller does not disclose nutritional information about brands sold by subsidiaries that were acquired after October 2014, this includes SAB Miller's UK subsidiary Meantime .

Responsibilities of the Board of Management for the Report

The Board of Management is responsible for the preparation of the Report in accordance with the internally developed criteria as described on page 2]. It is important to view the information in the Report in the context of these criteria.

As part of this, the Board of Management is responsible for such internal control as it determines is necessary to enable the preparation of the Report that is free from material misstatement, whether due to fraud or error.

Our responsibility for the review of the Report

Our objective is to plan and perform the review assignment in a manner that allows us to obtain sufficient and appropriate assurance evidence for our conclusion.

We apply the “Nadere voorschriften accountantskantoren ter zake van assurance opdrachten” and accordingly maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Our review engagement has been performed with a limited level of assurance. Procedures performed in a limited assurance engagement are aimed at determining the plausibility of information and therefore vary in nature and timing from - and are less extensive than - a reasonable assurance engagement.

The procedures selected depend on our understanding of the Report and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise. The following procedures were performed:

- Reviewing the suitability and application of the internal reporting criteria used in the preparation of the Report and accompanying notes;
- Interviews with relevant staff at corporate local level responsible for providing the information in the Report;
- Evaluating internal and external documentation, based on sampling, to determine whether the information in the Report is supported by sufficient evidence.

Amsterdam, 5 February 2016
KPMG Sustainability, Part of KPMG Advisory N.V.

W.J. Bartels, partner