

AB InBev Global Responsible Drinking Goals Progress



AB InBev, the leading global brewer, aims to reach its Global Responsible Drinking Goals by the end of 2014. As of year-end 2013, AB InBev – the first in the industry to set such goals – has already achieved 4 of its goals and will report final results in early 2015.



339,800,000

adults equipped to talk with children about underage drinking, exceeding our goal of reaching **100 million** adults.

1.2M

bars and retailers provided with ID-checking materials, going beyond our target of **500,000**.



390K

servers and sellers of alcohol beverages trained on responsible beverage sales, toward our goal to train at least **1 million** retail employees.



1B+

legal-age consumers educated on the importance of using a designated driver or safe ride home, surpassing our target of reaching **500 million** consumers.

\$238M

invested in responsible drinking advertising and programs, toward our goal to invest **\$300 million USD**.

Thank Your Designated Driver



Global Be(er) Responsible Day

Annually celebrated Global Be(er) Responsible Day, expanding impact each year through education, projects and partnerships.