



**Responsible
Drinking**

Responsible Drinking



As a leader in the beer industry, our primary responsibility is to provide the highest-quality products and to encourage consumers to enjoy them responsibly at all times. That means we are adamantly opposed to alcohol abuse in any form, including drunk driving and underage drinking.

Research shows that the vast majority of consumers who choose to drink do so responsibly. According to a 2010 GfK Roper survey, 95 percent of adults who choose to drink say they do so in moderation—a trend that is not only advantageous for individuals and society, but also coincides with the long-term interest of our company and brands. No company benefits when its products are misused.

We promote responsible drinking and discourage alcohol abuse by informing and educating consumers through focused campaigns and marketing activities that support our position on responsible drinking. These programs include:

- Communicating regularly on topics such as the importance of designated drivers, the role parents play in helping prevent underage drinking by talking with their children, and encouraging young people to respect drinking-age laws;

- Promoting our position and beliefs internally through our employee responsible drinking policies;
- Promoting education for bar, restaurant and store staff to help them learn how to properly check a patron's age to prevent underage sales and to discourage excessive drinking;
- Supporting the enforcement of blood alcohol content (BAC) laws to help prevent drunk driving around the world.

To be effective, our responsible drinking initiatives require a significant commitment. Since 1982, the company has invested more than 875 million USD toward these efforts in the United States. In 2010, we more than tripled our media placement investment globally in responsible drinking advertising.



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2010 GfK Roper survey



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Sharing best practices among our zones, in Belgium, we launched the first-ever responsible drinking television ad for our Jupiler brand.

The commercial was a remake of a successful Labatt spot called “Tattoo,” originally used in Canada, that reminds consumers to know their limits.

Campaigns, Community Programs, Partnerships

Our push for responsible drinking is a significant component of our Better World initiatives. In 2010, we developed and promoted responsible drinking programs in our 23 markets, often expanding their reach across the countries where we operate. Where possible, we established partnerships with governments, community organizations, educators and law enforcement agencies, focusing on preventing drunk driving, high-risk drinking and underage drinking, to maximize these efforts.

Global Be(er) Responsible Day

A new initiative within our Responsible Drinking platform was *Global Be(er) Responsible Day*, which we held for the first time in 2010. On September 15, employees around the world went into their communities to talk with customers and consumers about promoting responsible drinking. More than 16,000 employees participated—from helping retailers understand the importance of not selling to minors, to communicating the benefits of designated drivers, to promoting our growing roster of non-alcoholic products.

Amplifying the Responsible Drinking Message

In 2010, we more than tripled our annual media placement investment in responsible drinking advertising, and we shared key best practices throughout the company.

One of our most successful campaigns has been our popular Budweiser designated driver ad, featuring Cedric the Entertainer. This commercial first ran in the United States, and the spot went global in 2010. Our China team adapted the ad, featuring Chinese entertainer Eason Chan, and launched it in 10 key cities across the country. This made it the first nationwide ad to promote the use of designated drivers in China. In consumer focus groups, the spot received the highest rating ever for a Budweiser TV ad in China.

During the FIFA World Cup™ broadcasts, we ran the original commercial in the United Kingdom, and consumers selected it as the most-liked ad for the month of June, according to Nielsen polling. We then created a Spanish version of the spot that aired in Bolivia under our Paceaña brand.

Learning from this best practice experience, our marketing team launched a remake of a Labatt commercial called “Tattoo,” which was originally used in Canada. The French version of the spot was re-created and ran in Belgium under our Jupiler brand. Both campaigns take a lighter approach, and communicated a serious message in a fun, memorable way that resonates with our consumers. In 2011, we’ll continue to share creative approaches across our international markets to support the responsible drinking media investment.

Meanwhile, in the United States, our wholesalers are required to commit a penny per case of beer sold toward responsible drinking efforts. In 2010, that investment equaled 15.2 million USD, with investments in such initiatives as:

- More than 400 wholesalers conducted designated driver programs;
- Nearly 60,000 advertisements;
- More than 254,000 safe ride home programs with bars and restaurants;
- Collaborations with more than 1,100 law enforcement agencies.

Encouraging Results

Owing to these and other responsible drinking campaigns in the United States, government research released in 2010 indicated that both drunk driving and underage drinking reached new lows in 2009. According to the U.S. Department of Transportation, drunk-driving fatalities have declined 49 percent since 1982, when the government

first began tracking. Likewise, according to the 2010 Monitoring the Future study, past-month drinking among high school seniors reached a record low, declining 40 percent since tracking began in 1975. In the United Kingdom, according to the Office of National Statistics, the number of alcohol-related deaths fell by nearly 13 percent in 2009—the first decline in about 20 years.

Industry Associations and Stakeholder Engagement

We work closely with key stakeholders, including industry associations, governments and community organizations, to strengthen our responsible drinking efforts.

In 2010, the World Health Organization (WHO) adopted its Global Strategy on the Harmful Use of Alcohol. The strategy acknowledges the significance of different national, religious and cultural contexts for alcohol, proposes a menu of options, and is not legally binding. Member states may tailor the strategy to their cultures in order to reduce the harmful use of alcohol. The strategy also recognizes the need for the involvement of all stakeholders, including the industry, and the importance of self-regulation to help address alcohol abuse.

The WHO strategy notes that: “Sustained political commitment, effective coordination, sustainable funding and appropriate engagement of subnational governments, from both civil society and economic operators, are essential for success.”

We agree, and AB InBev is now working to support the objectives of the WHO Global Alcohol Strategy as it is implemented in specific regions and countries. Our efforts will continue to focus on education and awareness initiatives, especially in developing countries, with a particular emphasis on at-risk young people and those affected by the harmful drinking of others, as emphasized by the WHO strategy.

While we continue our company-specific programs and initiatives, we also support the International Center for Alcohol Policies (ICAP), a non-profit, global organization with regional and national alcohol

policy expertise. ICAP leads the alcohol industry’s Global Actions on Harmful Drinking, a three-year, 8 million USD commitment by the leading alcohol beverage companies to implement initiatives in key global markets around drunk driving, illicit alcohol and self-regulation. AB InBev is the largest contributing member of ICAP and is supporting these joint industry initiatives in Argentina, Brazil, China, Ukraine and Russia. More information is available at www.global-actions.org.

Designated Driver Programs

With our commitment to promoting designated drivers, we have implemented programs in our international markets through advertising, partnerships, and activities at bars and restaurants.

At the end of 2010, we developed baseline data that will help us track usage of, and support for, these programs in each of our key countries. Americans, for example, support the designated driver concept, with 87 percent of respondents saying that promoting the use of designated drivers is an excellent or good way to help reduce the problem of drunk driving. Nearly 7 out of 10 (68 percent) of American adults—148 million people—say they have been a designated driver or have been driven home by one.

In February, we launched China’s first-ever national designated driver campaign—*Will You Let Me Be Your Designated Driver?*—which included the Chinese version of the popular “Cedric” television commercial. Starting in Beijing, the program has been introduced in 10 cities nationwide. This campaign follows a successful 2008 program to solicit consumer suggestions for the Top 10 Tips on preventing drunk driving, which targeted consumers in partnership with the Shanghai Traffic Safety Bureau and local media.

In Belgium, thanks in part to *Bob*—a long-running designated driver campaign—nearly 6 out of 10 adults say they have been a designated driver or used a designated driver in the past year.



In Germany, our “Check Who’s Driving” (Geklärt, wer fährt!) ambassador campaign with our Beck’s brand uses a peer-education approach to remind young adult consumers to designate a driver before the evening starts.



Responsible Drinking ad campaigns

Supported by the country's brewers, the program has reached thousands through creative promotions. *Bob* has also inspired programs in 16 other European countries. In the Netherlands, we introduced *Blaas Bob* at the Jupiler League games—a fun promotion that features competition among designated drivers, while highlighting the importance of football fans getting a safe ride home.

Also in 2010, Labatt launched a two-pronged, responsible drinking campaign in Canada that leverages social media to actively engage young adults. Labatt's *Crash Bobbles* characters debuted on YouTube, where consumers were invited to share their favorite webisodes with friends, and link to the characters' Facebook page. Related contests encouraged young adults to share their responsible drinking experiences on YouTube and Facebook. This campaign built on Labatt's widely recognized *Know When to Draw the Line* and *Make a Plan* programs.

In the United States, two long-standing safe-ride-home programs continued to get adults home safely after a night out, including:

- *Alert Cab*, where bartenders receive a confidential phone number to request a free cab ride for customers. More than 713,200 safe rides home have been provided since 1989;
- *Tow To Go*, a partnership with AAA Auto Club South, operating in Florida, Georgia, Tennessee and Charlotte, NC, through which retailers and consumers arrange for vehicles to be towed home free of charge with the consumer riding in the tow truck. More than 13,500 rides have been provided since 1998.

Underage-Drinking Prevention Programs

It's no secret: parents are a critical factor in preventing underage drinking. According to 2010 research by GfK Roper in 25 countries around the world, young people ages 15–19 cite their parents as the number one influence on their decisions about drinking, followed by peers. That's why we invest significant resources in programs that help parents talk with their children about alcohol.

One example is our *Family Talk About Drinking* program, which is now available in seven languages. Developed by an advisory panel of education, family counseling, child psychology and alcohol treatment professionals, *Family Talk* encourages open and honest communication between parents and children. More than seven million copies have been distributed to parents and educators since it was introduced in 1990. In 2010, *Family Talk* expanded into the social media world in the United States, with a new [Facebook page](#) that features the program and other AB InBev underage-drinking prevention initiatives.

In Ukraine, we expanded our parent program by partnering with the National Center of Practical Psychology and Social Work of the Ministry of Education Science, as well as the National Academy of Pedagogical Sciences. The *Family Talk* program began in September and will continue through July 2011 in seven key cities, with expansion being planned for the future. The focus of this initiative is on children ages 12–13, their parents and teachers, and the general public. The goal is to increase awareness among students on the dangers of underage drinking.



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facebook [Visit our new Family Talk Facebook page](#)

Responsible Drinking

\$1.4
million

**Investment in 2010 toward
*Vivamos Responsablemente***



Our “*Vivamos Responsablemente*” (Live Responsibly) campaign has been implemented throughout the Latin America South Zone through school-based education programs, as well as community events. The initiative reminds young people of the importance of making smart choices and provides strategies that reinforce values like responsibility, tolerance, self-improvement and community support.

In Latin America, we also have a long-time commitment to encouraging dialogue with youth about drinking. In 2010, we launched a new project, *Jovens de Resposta* (Responsible Youth), in Brazil that focuses on young people, their mothers and bar owners in low-income communities. Partners in the initiative include several community-based NGOs in Rio de Janeiro and São Paulo that help prevent alcohol abuse and discourage consumption by minors. The program is also designed to gain barkeepers' support for not selling alcohol beverages to minors, or to adults who might already be intoxicated. As part of the program, we offered several educational, cultural and sporting activities to youth aged 14–24. In 2010, more than 10,000 young people, 407 women and 247 retailers participated in the effort.

Since its introduction in 2004, the *Vivamos Responsavelmente* program has taken the “Let’s Live Responsibly” message to tens of thousands of young Argentinians in major cities. Devised in conjunction with leading educators, the program addresses common adolescent challenges, such as relationships, self-awareness, tolerance and responsibility, through a series of free talks in their schools. In 2010, the company invested 1.4 million USD in *Vivamos Responsavelmente*, including advertising expenditures. In addition to the talks with teens, other key programs include *Talks for Parents* (including an 18-page parent guide) and *Talks for Teachers*, in partnership with the Conciencia Association, a non-profit women’s organization.

Social Norms Education and High-Risk Drinking

Addressing high-risk drinking is another focus area for AB InBev. In this area, we have embraced social norms education, a data-driven approach that corrects the misperception that abusive drinking is

the norm, to drive positive behavior change. Social norms educates consumers on the actual drinking behaviors of their peers by focusing on the facts.

Using campus-specific research, social norms education tracks drinking behaviors such as number of drinks consumed on a night out, use of designated drivers, and average blood alcohol content (BAC) level. Based on the research findings, marketing is then used to provide the “social norm” information to students. For example, “Tigers have 0–4 drinks on a night out.” When learning the actual behaviors versus the perceived abusive drinking behaviors, students then modify their behavior to be in line with the social norm.

In 2010, we sponsored a social norms conference in London, following similar conferences in Dublin, Edinburgh and Brussels in previous years. These conferences brought together social norms experts from academia, public health, law enforcement and the late-night economy (bars and nightclubs) to discuss alcohol abuse issues and ways to reduce risky drinking behaviors. We also brought together experts from the University of Virginia’s National Social Norms Institute with interested government officials from China and Uruguay to learn more about this approach to reducing risky drinking behaviors.

The social norms approach has reduced irresponsible consumption by up to 40 percent with comparable reductions in injuries. Here’s a sample of program successes:

- **University of Virginia** 2,741 fewer students suffered injuries related to alcohol in 2010 compared to 2001; 2,883 fewer students drove under the influence of alcohol in 2010 vs. 2001; 2,473 more students had none of 10 serious alcohol-related consequences in 2010 vs. 2001;



Number of young people impacted by Brazil’s Responsible Youth program to help prevent underage drinking

Responsible Drinking



Latin America North Zone President Joao Castro Neves was one of more than 16,000 employees who participated in *Global Be(er) Responsible Day*. In Brazil, employees distributed to bars and restaurants posters that featured popular Brazilian footballer Cafu reminding consumers to drink responsibly.

- **Florida State University** 25 percent reduction in heavy drinking (BAC less than .08) over four years (2007–2010);
- **Michigan State University** 38 percent reduction in heavy drinking over eight years;
- While the median BAC on a night out for university students overall did not change from 2000 to 2010, maintaining at .05, the six schools currently being supported by our social norms programs saw significant decreases in BAC.

Commercial Communications Code

AB InBev employs a global, single company code to make sure our commercial communications are responsible and directed to those of legal drinking age, no matter the country.

This voluntary code covers all forms of brand marketing and commercial communications, including sponsorships, outdoor events, promotions, website content, relationship marketing, consumer public relations, and packaging and labeling claims for all Anheuser-Busch InBev beers and any other alcohol products we manufacture or market. Each year, all our marketing and key agency personnel around the world are trained in the code, either online or in person.

Updated and strengthened regularly, the code is the minimum standard we apply wherever we do business. If local rules are less strict than the code, then the code prevails. If local rules are more precise, then those are applied. In many cases, our code goes beyond existing legal frameworks. To view the code, please visit our [website](#).

Sports Sponsorships

A major new investigation into the effects of sporting involvement and alcohol sponsorship on underage drinking has concluded that a ban on the sponsorship of sporting events would have little effect on youth alcohol consumption. The report, conducted by Dr. Fiona Davies at the University of Cardiff, adds further weight to the arguments made by The European Sponsorship Association (ESA) (of which AB InBev is a member) over recent months, in response to attacks on the rights of alcohol brands to sponsor sporting events.

Commenting on the report's findings, ESA Chairman, Karen Earl, said, "We are not at all surprised by the findings of this report; indeed there was a similar set of results from research completed in 2008 in New Zealand." While ESA recognizes that the issue of alcohol-related harm is significant, there is no evidence to support a causal link between alcohol sponsorship and alcohol-related harm. ESA strongly believes that education, sales and availability are the key issues, rather than sponsorship.



[View our Code on our website](#)



9,000
people

**Server Training at
2010 FIFA World Cup™**

AB InBev partnered with our Budweiser and Sports & Entertainment marketing teams to provide server training in Johannesburg to concessionaires at the 2010 FIFA World Cup™. A longtime partner, Health Communications Inc., provided its Training for Intervention ProcedureS (TIPS) program to the staff of Match Hospitality, FIFA's exclusive hospitality provider, stadium general managers and concessionaires, and hotel and area on-premise staff. Approximately 9,000 people received the training, which addressed concerns specific to large stadiums and sporting events.

