



# Responsible Drinking

At Anheuser-Busch InBev, we brew our beers to be enjoyed responsibly by those of legal drinking age. We have long acknowledged the seriousness of abusive and underage drinking and devoted considerable resources to these issues. Our roots in promoting responsibility date back to the early 1900s, when a promotion in the United States carried the tagline “Budweiser Means Moderation.”

Today, around the world, the vast majority of consumers drink in moderation. To help reinforce this positive behavior, we develop and implement a variety of consumer campaigns and community-based programs dedicated to promoting responsibility and discouraging abuse, including drunk driving and underage drinking.

We regularly track progress and monitor public comment on alcohol issues and adjust our responsibility programming and education efforts accordingly. This research may take many forms, including government, university, third-party and proprietary data, and serves as an important checks and balances measure to ensure our efforts remain relevant and effective.

We also recognize that it takes teamwork to fight alcohol abuse, which is why we regularly join with parents, educators, community groups, law enforcement, government officials, retailers and others on developing and implementing our responsibility initiatives.

In the United States, wholesalers are required to spend one penny-per-case of beer sold on responsibility initiatives as part of their distribution agreement with our company. Annual wholesaler spending generally exceeds the required amount, totaling more than \$30 million over the past two

years. This information is tracked and verified on an annual basis through our sales system.

## Programs and Partnerships

In 2008, as part of our Better World efforts, we developed and promoted responsible drinking programs in 30 key markets, a threefold increase compared to 2007. Where possible, partnerships with public organizations were established, and to maximize focus, we chose three universal themes: drunk driving, high-risk drinking and underage drinking. As a combined company, those efforts continued even stronger in 2009.

As an example, in China, we launched a campaign in November 2008 to solicit consumer suggestions for the Top 10 Tips on preventing drunk driving. Partnering with the Shanghai Traffic Safety Bureau and a local media, the campaign garnered more than 5,300 consumer responses, with the leading tips then being announced in May 2009 and drunk-driving prevention reminders being distributed to more than 100,000 consumers through a leaflet from the Traffic Safety Bureau. The Top 10 list included such things as: providing a designated driver; getting a safe-ride home with a taxi; free overnight parking for a driver who had drunk too much; printing reminder messages on restaurant menus; and using a special family ring tone on mobile phones to



For more than 100 years, we have promoted the responsible consumption of our products. This poster from 1914 urges consumers to drink Budweiser in moderation.



remind the driver to be safe and not drive drunk. In December 2009, more than 4,000 employees participated in a day-in-the-trade initiative to deliver calendars featuring the Top 10 Tips to retailers across the country to help remind them of the importance of serving and selling our beers responsibly. In 2010, we then launched a new television commercial promoting the use of designated drivers by taking best-practice creative from a TV spot used in the United States and adapting its important message for Chinese consumers.

In partnership with the Belgian Institute for Road Safety and the country's brewers' association, we are a major co-sponsor of the "BOB" campaign. Built around the memorable character of Bob, a designated driver, the lively, eye-catching campaign makes the point that no party can go on without its own "BOB." The campaign has been copied in 16 European countries with support from the European Union.

In the Netherlands in 2009, we joined with the Dutch Transport Ministry to organize "Blaas BOB" designated driver events at soccer clubs in connection with the Dutch Jupiler League soccer season. Between periods, fans who are the designated drivers for their groups face off in a fun match of "Blaas BOB" in which players work to score goals using leaf blowers and an inflatable ball, all to draw attention to the fun, life-saving service designated drivers bring to the game.

In Brazil, we expanded our Skol brand's consumer advertising campaign that celebrates the designated driver, or "Motorista da Rodada," as the hero of the evening for helping ensure everyone gets home safely. In addition, popular Brazilian soccer players representing our Brahma brand remind consumers to "Enjoy life in a responsible way."

In the U.K., Stella Artois sponsored a "Get Home Safe" program with a special Web site to help consumers find safe transportation home after a night out.

In Germany in 2008 and 2009, we implemented our Beck's "Check Who Is Driving?" designated driver program at leading dance clubs throughout the country in partnership with the German Automobile Association. This effort reminded consumers as they entered the clubs to choose a designated driver at the beginning of the evening to help ensure a safe ride home. It also included a consumer Web site ([www.geklaert-wer-fahrt.de](http://www.geklaert-wer-fahrt.de)) that promotes the use of designated drivers and encourages consumers to interact and share their experiences.

As part of our Better World three-year plan, we will focus on actively promoting the designated driver concept in all our key markets and then tracking our progress by measuring consumers' use of this life-saving concept through annual surveys, as well as media coverage of our designated driver promotional efforts.



Asia Pacific Zone President Miguel Patricio participated in the Day-in-Trade activity, helping present calendars featuring the "Top 10 Tips" to prevent drunk driving to consumers and the retail trade across China.

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On the underage-drinking prevention front, we recognize that parents are the number one influence on children’s decisions about drinking, according to government and independent research. That’s why in the United States, we offer our Family Talk About Drinking ([www.familytalkonline.com](http://www.familytalkonline.com)) program that encourages parents to start the dialog early, between ages 9 and 11, and continue the conversation through the teen years. The company’s U.S. wholesalers distributed more than 325,000 Family Talk materials in the past two years, with the company and its wholesalers distributing more than 7 million program materials since the program began in 1990. As part of our Better World three-year plan, this best practice has now been translated into Chinese, French, Russian, Portuguese, and Spanish, and our zones are working to share this program with consumers in our key markets around the world. We will track our progress by measuring the number of parents reached year-on-year with our efforts.

Vivamos Responsablemente ([www.vivamos-responsablemente.com](http://www.vivamos-responsablemente.com)) is our educational program in Argentina targeted at adolescents in the last year of high school. The purpose of this program is to create an opportunity for dialog and debate, and the promotion of healthy values among young people, with the ultimate goal of preventing abusive behaviors. The core and contents of this initiative were devised and developed by leading specialists and address five values: responsibility, awareness of one’s own limits, tolerance / respect, affections and effort. More than 30,000 students have participated since the program began in 2004.

In March 2009, Anheuser-Busch InBev hosted a social norms forum ([www.socialnormsforum.eu](http://www.socialnormsforum.eu)) in Brussels as part of its membership commitment to the European Alcohol and Health Forum (EAHF). Organized by the European Commission, the EAHF is designed to encourage best-practice

sharing among health professionals, governments, non-governmental organizations, and industry to help address alcohol abuse issues. The forum featured presentations by leading experts in social norms implementation, best-practice presentations by those who have implemented programs and other relevant contributors. Nearly 90 participants from more than 10 EU member states attended and received information on



how to successfully develop and implement the social-norms method of addressing high-risk drinking among populations at risk. The audience included a variety of European stakeholders, including local and national officials, community leaders, health care professionals, law enforcement and others.

### **Our Commercial Communications Code**

Commercial communications play a fundamental role in the success of a free market economy. They facilitate competition and allow new products to be introduced to consumers. Anheuser-Busch InBev employs a single company global [Commercial Communications Code](#) that ensures our commercial communications are responsible and directed to those of legal drinking age, no matter the country.



This voluntary Code covers not only advertising, but all forms of brand marketing and commercial communications, including sponsorship, outdoor events, promotions, Web site content, relationship marketing, consumer public relations, packaging and labeling claims for all Anheuser-Busch InBev beers and any other alcohol products manufactured and/or marketed by us.

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.

In 2008, all our marketing personnel around the world were trained in the code through an online program.

In 2009, we updated the Code to reflect the best of the previous InBev code and Anheuser-Busch past practices. In addition, we enhanced the compliance metrics related to our media placement guidelines, ensuring that we perform regular audits as we continue to place our advertising on programming that reaches a minimum 70 percent legal drinking age audience. The results of these audits are now posted on our company Web site. We also strengthened our product placement and digital media guidelines.

As part of our World Class Commercial Program, all Marketing personnel and key agency personnel must complete Code training on an annual basis. In addition, the Code is being implemented as part of our sponsorship agreements and compliance is also expected of our licensed brewing and distribution partners.

#### **Employee Responsible Drinking Policy**

In early 2008, Anheuser-Busch InBev ran an internal survey on responsible drinking. Employee responses showed they welcomed the company providing them with more reminders and education on responsible drinking, as well as providing them with more detail on our policies and consumer-facing programs. In support of this effort, at the end of 2008, we established a set of global minimum standards that were then implemented across all zones into local employee alcohol policies.

In addition, we recently introduced an employee ambassador Web site that provides responsible drinking tips and information. In turn, we will also be sharing best practices between the zones on promoting responsibility among our employees, including communications at key times of year, as well as safe-ride home programs.

