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Responsible Consumption

Responsible Product Use 2

Commercial Communications Code in Practice 2

Responsible Consumption 3

Preventing Drinking and Driving 3

Education and Awareness-Raising Programs 6

Programs Supporting Legal Restrictions on Drinking 7

Responsible Product Use

External links

The following external websites give more detailed information on responsible drinking, health issues and moderate consumption. InBev is not responsible for the content of external websites.

- Alcohol in moderation (AIM): www.aim-digest.com.
- www.beerandhealth.com (compiled by the Belgian Brewers).
- Center for Information on Health and Alcohol (CISA, Brazil): www.cisa.org.br/home.php?Fslidioma=en.
- International Center for Alcohol Policies: www.icap.org.
- The Portman Group (U.K.): www.portman-group.org.uk. The Portman Group has also created the U.K. site www.drinkaware.co.uk.

Commercial Communications Code in Practice

Responsible sponsorship in Scotland

Our Commercial Communications Code stipulates that ‘we will not allow our brand logos or trademarks to be licensed for use on toys, children’s clothing, or on materials or merchandise for use primarily by persons below the legal drinking age.’ In Scotland, we have applied this rule to our sponsorship of the national football: our contract with the Scottish Football Association stipulates that no merchandise bearing a Tennent’s logo can ever be produced either to fit children or be targeted at children. Nevertheless, we paid for and relinquished the sponsorship rights to the under-16, under-17, under-18 and under-20 teams, so that the teams could tender for a second time, this way driving increased investment into Scottish football. We are now working with the Scottish Executive to donate the rights to the under-21 team - which again we have paid for - to support our commitment to their work in promoting, for example, Healthy Scotland.

Strengthening compliance in the Czech Republic

In the Czech Republic, InBev has been instrumental in developing an industry-wide compliance procedure to strengthen the Brewer’s Association Code for Responsible Marketing. Since its launch in December 2005 InBev has not been found to be in breach of the code. However there are examples of other beer adverts being withdrawn following Brewers Association Board judgements, suggesting the compliance process is making a difference.

Responsible Consumption

European Alcohol and Health Forum

In June 2007, InBev was one of the founding signatories to the Charter establishing the European Alcohol and Health Forum. The main objective is to provide a Forum for stakeholders – including alcohol producers and Non-Governmental Organizations - who are ready to increase actions relevant to reducing alcohol-related harm. The Forum is a central part of the EU strategy to help Member States reduce alcohol-related harm. Together with other members of the Forum, InBev will participate in initiatives aimed at reducing alcohol-related harm. There will also be a process to monitor and evaluate the performance of these commitments, with an assured degree of objectivity in the measurement.

Preventing Drinking and Driving

Educating young drivers in Germany on the dangers of drinking and driving

June 2007 saw the start of a cooperation between our German brands Beck's and Hasseröder and the German Automobile Clubs (ADAC) of Niedersachsen and Sachsen-Anhalt. The aim of the project is to make young learner drivers more sensitive to the problem of drinking and driving. InBev supports driving lessons organized by ADAC, where young people - under the supervision of the police - have to drive twice round a fairly precarious circuit: once when they are sober and a second time after they have drunk alcohol. This practical experience shows those involved that only a little alcohol can immediately affect your ability to drive a car safely, and this can have a greater impact than advice alone.

Promoting the 'don't drink and drive' message in Russia

SUN InBev's hard-hitting anti-drink driving campaign attracted a significant public response and won first prize at the Moscow Festival of Social Advertising organized by the Moscow Government. The 'Drinking and Driving kills' advert can be viewed at www.SUNinbev.ru. The commercial was timed to coincide with the National Road Safety Week and was shown on more than 70 channels, supported by roadside billboards and online communication.

Latin American support for enforcing drinking and driving limits

The AmBev Responsible Consumption Program, pioneered in Brazil, Ecuador and Peru, has been operating since 2001 to promote the responsible consumption of AmBev products, mainly focusing on underage drinking and drink-driving. Several well-established campaigns are run each year at events that take place in Brazil:

In Brazil up to the end of 2006, AmBev has donated more than 20 000 single-use breathalyzers in the states of São Paulo, Rio de Janeiro, Rio Grande do Sul and the Federal District. In Argentina, Cervecería y Maltería Quilmes also cooperates with authorities to help prevent traffic accidents by donating latest generation, multiple use breathalyzers.

Carnival 2006

During carnival events around Brazil in 2006, AmBev promoted its responsible consumption messages in two main areas: Promoting moderation at the events themselves and avoiding drinking and driving to and from the event. Among the many activities AmBev undertook were:

- In Rio de Janeiro and São Paulo, five thousand disposable breathalyzers were donated to local and federal government agencies.
- At appropriate airports, carnival goers received information about events along with tips on responsible consumption.
- In Recife and Olinda, a memory game helped to entertain carnival goers and to transmit the messages: “its fun to go and to come back” and, for those unsafe to drive, “Take a Ride”.
- In Salvador, Carnival goers were given a temporary tattoo of a Boomerang—the AmBev responsible consumption campaign symbol—to remind them to drink with moderation.

Skol Beats 2006

Skol Beats is the largest music event in Latin America attracting more than 60 000 party-goers. As in 2005, responsible consumption was a theme for this year’s event. Stewards were on hand to provide information on responsible consumption and to advise on transport options available, which included free buses to take people to the subway. Festival goers were entertained by a virtual game which checked whether or not they were fit to drive. As beer was available at Skol Beats a strict minimum legal age policy was enforced to protect minors.

Outside Brazil AmBev also operates responsible consumption programs in Ecuador, Peru and Venezuela.

Rocking out responsibly with Quilmes

At the Quilmes Rock festival held in Buenos Aires in April 2007, Quilmes delivered a responsible use campaign centered on raising awareness around the consequences of excessive alcohol consumption and the risks associated with drinking and driving. It was rolled out in collaboration with the local government of the city of Buenos Aires and aligns with their strategic plan to promote safety on the road.

“Educating drivers and building awareness around the risk of combining excessive drinking and driving, is part of our company’s social responsibility program,” explains Mariano Botas, Vice President Corporate Affairs Latin America South. “We are fully aware of our responsibility in this field as market leader in Argentina and in that regard we’ve been working for a long time to promote responsible use of alcoholic beverages by adults.”

In addition to a stand at the rock festival dedicated to distributing messages and information about responsible consumption, the thousands of festival-goers could enter a contest where each day, a guitar signed by one of the bands could be won. At the end of every festival day, text messages were sent to all contestants reminding them that “drinking responsibly equals behaving responsibly.”

The Quilmes Rock festival is renowned in Argentina and this year the festival lasted four days and attracted over 220 000 visitors of which 80 000 took part in the responsible consumption initiative.

Kamenitza 0% promotes the don't drink and drive message in Bulgaria



Kamenitza 0%, our zero alcohol beer in Bulgaria, has played an important role in promoting a safe attitude to alcohol and driving and has supported Bulgaria's input into the 2007 EU campaign to educate drivers in their responsibilities. Along with other organisations and celebrities, Kamenitza 0% worked with a national radio station to give the “don't drive drunk” message both on-air and through the distribution of promotional materials such as leaflets and t-shirts at major road junctions in eight Bulgarian cities. The program ran for four weeks in March and April 2007 leading up to the first United Nations Global Road Safety Week (April 23-27) and for a further week in May 2007. InBev's investment in the program was 16 500 Bulgarian Leva (approximately 8 400 euro).



'No (HE) to Drink Driving' on a Bulgarian Sweat Shirt Sponsored by Kamenitza 0% Bulgaria's only zero alcohol beer.

Working with the Association of Hungarian Brewers (AHB)



We support the AHB's “JÓFEJ” campaign in Hungary which aims to encourage sober, responsible driving as a positive role model for young people. In 2006 the AHB visited bars in Hungarian cities on 38 occasions. More than 4 000 young people were rewarded (wrist band and free gifts) for being responsible and almost 6 000 young people answered the campaign questionnaire. Just under half of young people (45%) drink alcohol when they go to a party and 56% of those interviewed go by car; a third of them admitted driving sometimes after drinking and 92% of those interviewed said this campaign was a good initiative. Partners in the campaign include the Ministry for Welfare and Labour, the National Accident Prevention Board, the National Association of Automobile Dealers, the National Association of Student Societies and Hungary's Rádió1.

Education and Awareness-Raising Programs

‘Vivamos Responsablemente’ talking responsibility with Argentinean teenagers

Since its introduction in 2004, the ‘Vivamos Responsablemente’ program has taken the Quilmes ‘let’s live responsibly’ message to over 15 500 young Argentineans in eight cities. Devised in conjunction with leading educationalists, the program addresses common adolescent challenges, such as relationships, self-awareness, tolerance and responsibility through a series of free talks in their schools. Since 2006 these have been complemented by teacher surveys and parental talks, which have reached over 1 500 parents. An 18-page Parental Guide has also been produced which aims to support parents’ important role in communicating with teenagers. The program is on-going and has a dedicated website: www.vivamosresponsablemente.com.

Promoting responsible drinking in the U.K.: The Drinkaware Trust

InBev U.K. is a founder member of the Drinkaware Trust, a registered charity which aims to improve public awareness and understanding about responsible drinking, and aims to positively change drinking habits in the U.K. Our U.K. products reference the Drinkaware website and also clearly state the number of units contained in the bottle /can. We welcome the recent U.K. government announcement that a very broad public campaign will be launched later this year to reinforce the awareness of sensible drinking limits, and the knowledge of how to use ‘units’ as measurement. For more information please visit www.drinkawaretrust.co.uk.

Dialogue in Ukraine

SUN Interbrew, Ukraine’s market leader for beer, is the first company in Ukraine to tackle the issue of underage drinking. According to the European School Survey Project on Alcohol and Drugs (ESPAD) Ukraine takes 8th place among 34 European countries in terms of underage alcohol consumption. The ‘Dialogue’ project directly engaged with young people, their parents and schools, in order to raise awareness of the problem of underage drinking. In 2006, the program covered approximately 300 schools across Ukraine, supported by a number of training seminars for teachers and school psychologists, including specific training on how to help parents and children to avoid or overcome underage drinking.

Make a Plan in Canada

Labatt’s most recent program, ‘Make a Plan’ is an advertising campaign aimed at educating adults on the importance of the responsible use of alcohol. Its focus is on helping adults plan ahead to have fun safely. The campaign is delivered by children and directly targets parents and other adults by providing common-sense tips on responsible use, covering topics such as getting home safely; being a good host; and having a designated driver.

People Who Care – our employee program in Brazil

To demonstrate that AmBev understands that good behavior begins at home, in August 2006 it launched its first ‘Gente do Bem’ (‘People Who Care’) program aimed at engaging employees and local communities with social responsibility issues. As part of the program every AmBev unit in Brazil held an open day to discuss responsible consumption of alcohol. Around 45 000 people watched, ‘How to talk to your children about the use of alcohol’, a video developed by Brazil’s Center for Information on Health and Alcohol (CISA).

Programs Supporting Legal Restrictions on Drinking

Drawing in help from retailers to prevent youth drinking

In Argentina, Quilmes has been leading the way in the development of point of sale initiatives to combat the sale of alcohol to underage drinkers through small shops and supermarkets. Posters and leaflets have been distributed to retailers carrying the message; 'It is everybody's responsibility that the underaged do not drink alcohol.' These are complemented by customer facing stickers, reading 'I take it seriously: I don't sell to the underage' now present on 28 000 coolers, as well as a print campaign reminding retailers to only sell to those who produce evidence of being of legal drinking age.