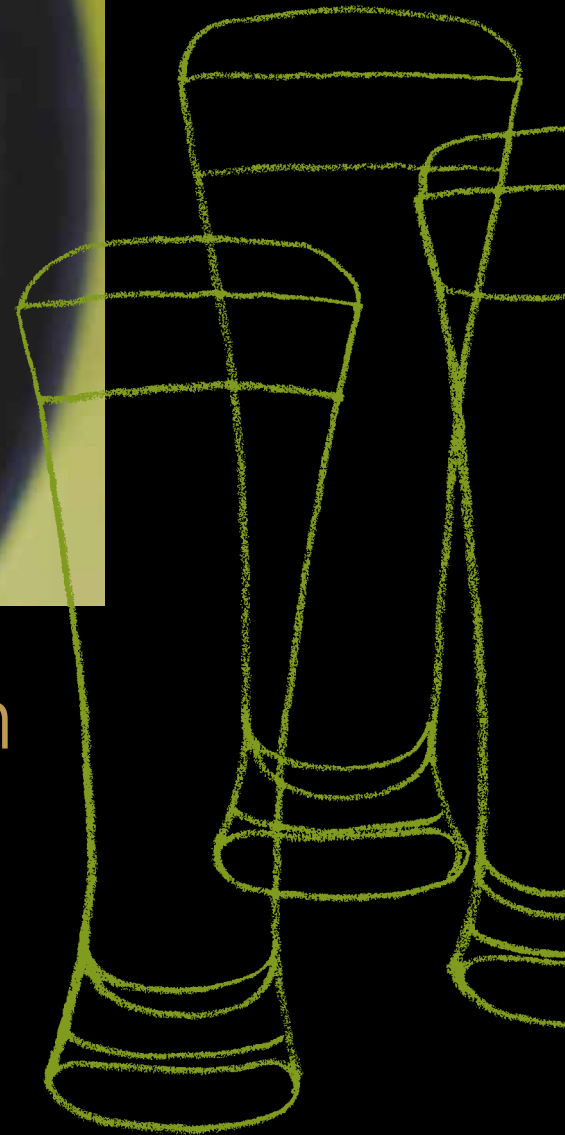


November 2013



# A constructive approach

Beer, responsible drinking and economic growth in the UK



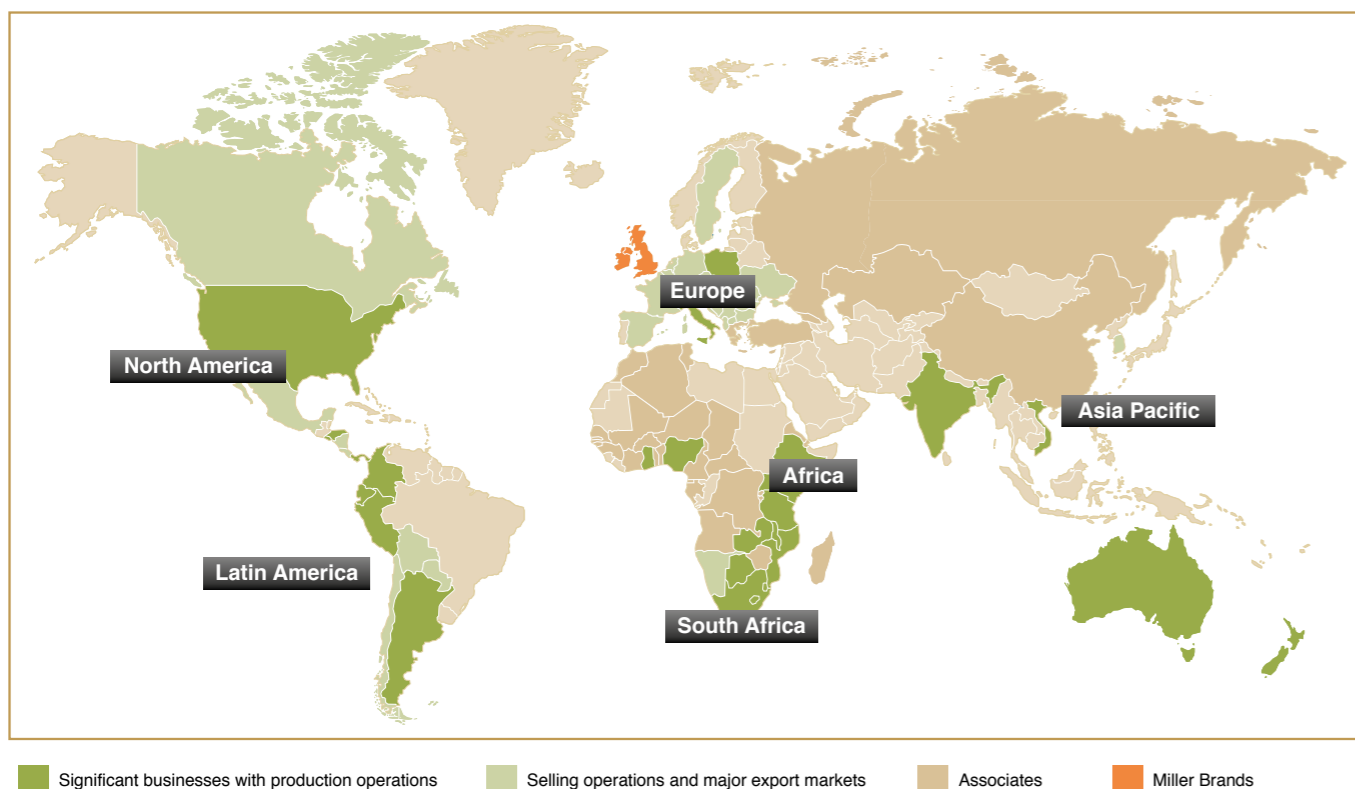
# SABMiller

SABMiller plc is one of the world's leading brewers, with more than 200 beer brands and 70,000 employees in over 75 countries across six regions. In each of these countries our focus is on nurturing local breweries and brands that meet the tastes of consumers, which are often unique to their location and national heritage. We have growing businesses in soft drinks and are one of the world's largest bottlers of Coca-Cola products.

We were listed on the London Stock Exchange in March 1999, and have significantly outperformed the FTSE 100 index in sterling terms: £100 invested in SABMiller in London on 1 April 2008 would have been worth £354 on 31 March 2013, compared with £136 invested in the FTSE 100 index.<sup>1</sup>

In the year ended 31 March 2013, we sold 242 million hectolitres of lager and delivered revenues of US\$34,487 million with earnings before interest, tax, amortisation and exceptional items (EBITA) of US\$6,421 million.

## Where we operate



## Introduction – striking the right balance

Two objectives are vitally important to both UK brewers and society. One is to promote the growth of the beer industry – and in the process contribute to economic growth – and the other is to reduce the prevalence of problem drinking, especially among young people. At first glance, these goals might seem mutually exclusive, but they can be reconciled. In this report we aim to show how it is possible for a brewer like SABMiller to champion beer and drive growth in the sector, while also proactively supporting responsible drinking and working to reduce the social costs of alcohol-related harm.

### A positive step for economic growth

The Government's decision in March 2013 to scrap the beer duty escalator and cut tax by 1p per pint was a welcome boost for the UK's pubs and brewers. Since it was introduced in 2008, beer duty has risen by 42%, meaning the average price of a pint is now £3.10. According to the British Beer and Pub Association (BBPA), British drinkers have been paying up to 10 times more tax on beer than other countries in Europe. Since the introduction of the escalator, it estimates that 5,800 pubs have closed and those that remain are selling a billion fewer pints each year, while UK beer consumption has fallen by 17% – an even steeper decline than in alcohol generally.

Research for the BBPA conducted by Oxford Economics suggests the tax cut will encourage more people back to their local pubs for a quiet beer, and contribute to renewed growth and jobs in the hospitality sector. The full economic benefits of the change won't be seen for a while, but there are already positive signs. In response to a survey of BBPA members, 61% said they will employ more staff as a result of the cut, and 76% said they will increase investment. In fact, the BBPA expects its members to invest around £400 million during 2013 in modernising breweries and pubs. In a survey of brewers and pubs, 89% told the BBPA they had reduced or frozen prices after the Budget.

### Beer and jobs in the UK

- The beer and pub sector directly employs 600,000 people
- Half of these are under 25
- The Government's decision to scrap the beer duty escalator safeguarded an estimated 10,000 jobs
- One job in brewing supports one in agriculture, one in retail, one in the beer supply chain and 18 in pubs and clubs.

Source: *The British Beer and Pub Association.*

### Social problems persist, despite progress

The BBPA estimates that alcohol consumption in the UK has declined by 16% per head of population since 2004 and is now below eight litres per person per annum for the first time since 1998.<sup>2</sup> Meanwhile, the Portman Group reports a decline in binge drinking<sup>3</sup> from 24% of men in 2007 to 18% in 2011, and from 15% to 12% of women over the same period (although there are significant regional variations). It has also observed a decline in drinking among children, with 61% of 11–15-year-olds classing themselves as non-drinkers in 2012, compared with 41% in 2001. Over the same period, the percentage of children who said they had never had an alcoholic drink increased from 39% to 58%.<sup>4</sup> Clearly, these positive trends are to be welcomed but they are not the full picture, because a minority of people in the UK continue to misuse alcohol with a heavy cost to themselves and society.

In July 2013, the Government published a response to the consultation on its alcohol strategy. This highlighted the huge costs of problem drinking in the UK – in terms of damage to people's health and disruption in town centres – and set out proposals for tackling these issues. Drunkenness, it says, is "a common sight" in town centres at night, while in nearly half of all violent incidents in 2011/2012 the victim thought the attacker was drunk. Nearly a quarter of people over 16 perceive drunkenness or rowdy behaviour as a problem in their local area.<sup>5</sup> The cost of alcohol misuse to the National Health Service is also high, at an estimated £2.7 billion a year.<sup>6</sup>

These and other social ills, such as underage drinking, are not easily solved. Broad partnerships are required involving the public and private sectors to deliver targeted local action. This report describes the steps we're taking at SABMiller to be a proactive member of the public-private sector partnership that is evolving in the UK, using our six core principles on alcohol as a guide to action.

### What we believe

SABMiller has six core principles on alcohol that guide the decisions we make every day:

1. Our beers add to the enjoyment of life for the overwhelming majority of our consumers
2. We care about the harmful effects of irresponsible alcohol consumption
3. We engage stakeholders and work collectively with them to address irresponsible consumption
4. Alcohol consumption is for adults and is a matter of individual judgement and accountability
5. Information provided to consumers about alcohol consumption should be accurate and balanced
6. We expect our employees to aspire to high levels of conduct in relation to alcohol consumption.

<sup>1</sup> Figures from the 2013 SABMiller annual report.

<sup>2</sup> <http://www.beerandpub.com/news/new-figures-show-uk-alcohol-consumption-down-3-3-per-cent-in-2012>

<sup>3</sup> More than 8 units on their heaviest drinking day for men, and 6 units for women.

<sup>4</sup> Source: Smoking, drinking and drug use among young people in England in 2012 [https://catalogue.ic.nhs.uk/publications/public-health/surveys/smok-drin-drug-youn-peop-eng-2012/smok-drin-drug-youn-peop-eng-2012-repo.pdf](https://catalogue.ic.nhs.uk/publications/public-health/surveys/smok-drug-youn-peop-eng-2012/smok-drin-drug-youn-peop-eng-2012-repo.pdf)

<sup>5</sup> Home Office. *Next steps following the consultation on delivering the Government's alcohol strategy*, July 2013.

<sup>6</sup> Office for National Statistics. *General Lifestyle Survey*, 2011.

## SABMiller in the UK – stimulating growth and creating jobs

SABMiller's UK subsidiary, Miller Brands, is a relatively new but successful British company. It was launched in 2005, has grown consistently since start-up and now employs over 120 people. With an annual turnover in excess of £250 million, it has a premium portfolio of beers that continues to buck the trend in a declining beer market. Its lager volumes grew by 4% in the 12 months to 31 March 2013 despite an overall decline in the UK beer market of 5.1% over the same period.

### Miller Brands and jobs in the UK

About 15,600 jobs in the UK can be directly or indirectly attributed to Miller Brands UK:

- 120 employees directly employed by Miller Brands UK
- 15,000 jobs in the hospitality sector
- 300 jobs in the retail sector
- 160 jobs in the supplying sectors.

Source: Regioplan (2013).

Miller Brands imports world beers from its businesses elsewhere in Europe, such as the world's first "golden" lager – Pilsner Urquell – and the UK's most successful premium beer brand in recent years, Peroni Nastro Azzurro.<sup>7</sup> In a culture where great beer has been appreciated for centuries, we believe our brands make a real contribution to the diversity and quality of the market.

### Beer as a respected product within a thriving UK economy

At SABMiller, we want to play a role in consolidating the reputation of beer as a quality, low-strength alcoholic beverage that is enjoyed responsibly in all parts of society. That's a positive ambition for the industry and for society, where respect for high-quality food and drink often goes hand in hand with commitment to good health and physical fitness.

An improved image for beer and the growth of premium brands are also lifelines for struggling pubs (an estimated 50 closed each week between 2008 and 2010).<sup>8</sup> As well as offering a higher profit margin to landlords, these beers challenge the stereotype that beer is somehow "unsophisticated". We aim to dispel this negative image, while encouraging adult drinkers to enjoy beer responsibly and in new ways. For example, we recently introduced unpasteurised Pilsner Urquell at the White Horse pub in Parsons Green, London, tankered directly from the Czech Republic. This caters for consumer interest in craft beers and different styles of lager – and gives drinkers a taste of the beer exactly as it was first brewed in Pilsen in 1842.

### Building brands and creating jobs

The UK is a great place for SABMiller to do business. There's a close fit between our philosophies of ethical business and the UK Government's thoughtful regulation of the alcohol industry, and we've been able to participate constructively in the ongoing debate about the future of the industry in the UK.

We've enjoyed healthy growth over the past eight years and have paid more than £500 million in excise taxes in the UK over that period.

## Beer and society – setting high standards

We know that our businesses have to earn the right to trade in the markets they serve. It's not enough just to brew good beers – we also recognise the need for them to contribute positively to local communities and to wider society. By doing so, we gain the trust and respect of consumers, employees and regulators.

These aspirations are backed by a coherent and consistent set of principles that guide our activities in all our markets, including the UK. They amount to a business approach that combines high ethical standards with a formula for sustainable business growth. And they include an active commitment to promoting responsible drinking and discouraging harmful and illegal practices such as binge drinking, drink-driving and underage drinking.

In the UK, we are a signatory of the Government's Public Health Responsibility Deal (PHRD) and provide funding for Drinkaware, an independent charity that gives drinkers information about alcohol and its effects. We follow best practice by putting Drinkaware messages on all our marketing materials and by integrating them into our brand campaigns – for example via our Facebook posts. We also have our own public information website, [www.talkingalcohol.com](http://www.talkingalcohol.com), which is visited on average by 20,000 people every month. This and the Miller Brands website offer guidance to people over 18 on the effects of alcohol and how to drink responsibly.

We were one of the first companies in the UK to introduce all five aspects of the Government's recommended responsibility messaging on our product packaging. In fact, we decided to put it on both our primary and secondary packaging (bottles and boxes), so we've gone beyond what the Government asked for. All our packaging now carries:

- The official guidelines on daily alcohol units for men and women
- The number of units in each bottle or can
- A 'Know your limits' responsible-drinking message
- A warning not to drink alcohol while pregnant
- The [drinkaware.co.uk](http://drinkaware.co.uk) web address.

### Making self regulation work for the industry

We're a strong supporter of self regulation because we believe in collective action to raise standards and promote best practice across the industry. To this end we signed up to the European Beer Pledge in 2012. Its three "pillars" are:

- Pillar 1: Increase consumer knowledge of beer and its responsible consumption
- Pillar 2: Ensure responsible advertising and marketing
- Pillar 3: Address alcohol misuse.

The first annual report of the European Beer Pledge in April 2013 underlined the need for collaboration, noting that: "...broad coalitions are integral to a majority of the activities in which brewers are engaging".

We're also a member of the Responsible Marketing Pact, set up in 2012 by the World Federation of Advertisers. This is a voluntary commitment by major European alcohol producers to agree and implement common standards for responsible marketing. The aims are to prevent people under the legal drinking age from inadvertently seeing messages on social media that promote alcohol, and to limit their exposure across other media.

In the UK, Miller Brands is a signatory of the Portman Group Code of Practice, which sets out best practice on the naming, packaging and promotion of alcoholic drinks. We also follow the new Code of Practice on alcohol sponsorship, which will come into force next year and reflects the code already in place in Scotland – both of which we helped to develop.



Unpasteurised Pilsner Urquell debuts at the White Horse, Parsons Green.



<sup>7</sup> CGA Brand Index/Nielsen ScanTrack.

<sup>8</sup> The Brewers of Europe and Hotrec. *The Hospitality Sector in Europe: an assessment of the economic contribution of the hospitality sector across 31 countries*, September 2013.

## Our strategy for supporting the development of a responsible drinking culture in the UK

Alcohol consumption in the UK has declined by 16% per head of population since 2004 and many more children between 11 and 15 now describe themselves as non-drinkers, so the overall trends are in the right direction. However, some problems associated with excessive drinking remain, and are proving tough nuts to crack. Jeremy Browne MP, the then Minister of State for Crime Prevention, acknowledged this in Parliament on 17 July 2013 when he said: "Drunken behaviour and alcohol-fuelled disorder can make towns and cities effective no-go areas for law-abiding people."<sup>9</sup> As part of a package of proposed measures to tackle the problem, he spoke of the need "to facilitate local action".

We fully support the Government's commitment to finding local solutions to local problems, and we're determined to play a proactive role in supporting the PHRD by tackling the causes of alcohol-related harm in UK communities. We joined the PHRD on its establishment in March 2011, and Miller Brands is a signatory to four collective Alcohol Network Pledges:

1. Alcohol Labelling
2. Support for Drinkaware
3. Advertising and Marketing Alcohol
4. Community Actions to Tackle Alcohol Harms.

In November 2013 we expanded our commitments by pledging to fund the SABMiller Scholars Programme (see below) for another three years. Our strategy has three strands:

1. **Education** – offering free scholarships for an independently accredited qualification in responsible retailing practices to help people who work in pubs and bars understand the law around alcohol and apply it consistently and effectively
2. **Research** – funding studies to identify areas where we can do more to make a difference and help us contribute to the debate
3. **Partnership** – providing direct support for community initiatives that promote responsible drinking.

### Education: offering scholarships in licensing law to people who sell alcohol

We're helping licensees raise standards by sponsoring training in partnership with the British Institute of Innkeeping (BII) and its subsidiary BIIAB. Since 2009, the SABMiller Scholars Programme has funded scholarships on courses across the UK to enable about 4,000 employees from independent pubs and



Candidates sit the ARAR Level 1 exam in Blackburn.

bars to achieve the BIIAB Level 1 Award in Responsible Alcohol Retailing (ARAR). This qualification gives them a more in-depth knowledge of the Licensing Act, and practical advice on how to identify people under 18 (or who are intoxicated) and prevent them from buying alcohol. As a result, they are able to contribute more effectively to the industry's efforts to reduce the harm caused by underage and excessive drinking.

As part of our ongoing commitment to the Government's Public Health Responsibility Deal, we have pledged to fund training for a further 6,000 people in the next three years, taking the total trained at ARAR Level 1 to 10,000, at a total cost to SABMiller of £500,000. To maximise the benefits from this programme, we have pledged to target training in areas of the UK where statistics show the greatest level of alcohol-related health problems, disorder and crime. We will also appoint independent external advisors with expertise in community engagement to oversee the running of the programme.

### Getting our own people on board

Our support for responsible drinking and alcohol awareness in the wider community is underpinned by training to ensure that SABMiller's employees understand and fully share our principles. To do this we have set up a company-wide programme, and in the last three years 76% of employees (48,000+) have been trained in our approach to alcohol responsibility.

### Positive feedback on SABMiller's Scholars Programme and BIIAB Level 1 ARAR

*"The ARAR course has definitely played a part in raising standards in the trade locally. It's great to see SABMiller investing in this kind of thing and it's really been a breath of fresh air."*

Jim Messenger, Licensing Manager for Carlisle

*"It's a very effective course because it gives bar staff a lot of extra knowledge and confidence. It also makes them more employable within the industry. From my point of view, I don't have to worry so much because I know I have staff who understand their legal responsibilities."*

Samantha Chambers, Manager of Oscar's Bar in Hull

*"The ARAR makes our staff aware of their responsibilities and gives them the skills they need to handle awkward situations."*

Geoff Buckwell, Manager of the Green Road Service Station, Southsea

*"We're grateful to SABMiller because their funding allowed us to be more ambitious, to go deeper and to reach further with our training and support."*

Mike Burton-Nickson of licensing consultancy InnConfidence, a provider of ARAR training

### Research: contributing to the debate

We strongly believe that the debate about alcohol policy in the UK should be informed by hard evidence. That's why we took a lead by funding two major pieces of research from think-tank Demos, the results of which were published in 2011 and 2012.

*Under the Influence*,<sup>10</sup> a study of 30,000 children, highlighted the vital role played by parents in shaping their children's attitudes towards alcohol and their drinking patterns when they become adults. It found that some parenting styles make a child more than eight times more likely to drink excessively by the age of 16 (after which peer influence becomes the most significant factor) and highlighted the role the drinks industry can play in educating parents. It also found that a so-called "tough love" parenting style – where the parent was affectionate but also strict – was the best way to stop a child developing a problem with alcohol in later life.

*Feeling the Effects*<sup>11</sup> followed up by focusing on how alcohol misuse can negatively influence parental behaviour. Children who viewed their mothers as "always" drinking were twice as likely to drink hazardously when they became adults themselves. It showed that alcohol misuse potentially hampers a parent's ability to show tough love, which in turn increases the risk of a child developing the character traits that might lead them towards hazardous drinking.

Based on their findings, Demos recommended measures to make parents more aware of the impact their drinking can have on their children. These were aimed at a broad range of stakeholders, including the Government, public health boards

and local authorities. The report also spoke of "... a significant role for the alcohol industry... [it] should commit to devising awareness campaigns aimed specifically at parents in areas with high levels of parental alcohol misuse."

The Demos research is also informing debate across Europe. *Feeling the Effects* has been submitted to the EU Alcohol and Health Forum, whose 72 member organisations are committed to preventing alcohol-related harm in EU member states. SABMiller's subsidiary, Ursus Breweries, is currently discussing with Demos a new study for Romania, to look at similar issues around alcohol, parenting styles and the impact of parental drinking in that country. The research will provide a useful contrast with the UK studies by considering the issues in an eastern European context.

### Partnership: applying our principles in local communities

We took a lead role in setting up the Surrey Alcohol Responsibility Initiative (SARI) in 2010 in Woking, where both Miller Brands and SABMiller are based. The aim was to work with key local stakeholders – including licensees, the police and the NHS – to learn more about alcohol issues and agree appropriate, targeted actions that would make a difference.

Over the last three years SARI has been instrumental in encouraging local people to understand the effects of alcohol and to drink responsibly, and in raising standards within the licensed trade. A key move has been to launch a Best Bar None scheme in Woking – the first example in Surrey of this national initiative to promote the responsible management of licensed premises. As well as working closely with the police and Woking Borough Council to set up the scheme, Miller Brands is a main sponsor. In Scotland we're a member of the Scottish Government Alcohol Industry Partnership (SGAIP), which was set up in 2007. It draws on the resources of the Scottish Government, alcohol companies and other stakeholders (including the police, the NHS and Drinkaware) to encourage responsible drinking, retailing, advertising and promotion of alcohol.



Winners of the 2013 Miller Brands Overall Best Bar None award, The Cricketers, Woking.

<sup>9</sup> Government's response to the alcohol strategy consultation, 17 July 2013.

<sup>10</sup> Demos, 2011.

<sup>11</sup> Demos, 2012.



Our sponsorship of the Demos research received positive feedback from Andrew Griffiths MP, Chair of the All-Party Parliamentary Beer Group, who said: "This kind of research helps to stimulate the debate and helps to get people thinking about how we can have both a healthy brewing industry and a healthy society... That's why I'm pleased that SABMiller took this courageous decision to enable Demos to undertake this research and to bring all of the parties together to debate the findings."

**Responsible product innovation**

Our approach to alcohol responsibility begins with the products we sell, which are governed by our Product Portfolio Policy. This sets out ground rules for health and safety and regulatory and legal compliance, and links to our Policy on Commercial Communication (see next section).

The policy is clear about the types of product we can and cannot sell, and how those we do should be presented to the public. For example, in recognition of the scientific debate surrounding the combination of caffeine and alcohol, it prohibits caffeinated alcohol beverages across the SABMiller group. And it stipulates that zero-alcohol "beers" must not be marketed to the under-18s.

However, responsible product innovation is not solely about placing limits on what we produce – it is also about developing local supply chains and supporting local agricultural development. This has long been a priority for our businesses around the world. For example, several decades ago Birra Peroni pioneered the barley industry in Italy and supported the development of varieties suited to the country's climate. We now make Peroni using Italian barley, much of it grown on farms that have supplied us for at least two generations. It's a model we follow in countries as diverse as South Africa, the Netherlands and India, where the raw materials used in our brewing are sourced locally.

In Africa, this strategy is helping to support local farmers by creating a market for crops, such as cassava, that have not previously been commercialised.

Cassava is widely grown in Africa but has never been used to brew beer because it is logistically difficult to collect the roots from widely dispersed smallholder farms, and the crop tends to deteriorate rapidly after harvesting. An innovative mobile processing unit was pioneered in Mozambique. This travels to the cassava-growing regions and processes the root in situ, preserving the integrity of the starch.

We recently launched Eagle in Ghana, our second beer brewed from cassava following the launch of the first (Impala) in Mozambique in 2011.

By 31 March 2013, our African business was sourcing 52% of its agricultural raw materials from within Africa.

**Responsible marketing**

All SABMiller businesses worldwide are governed by our Policy on Commercial Communication, which lays down strict rules on how and where our products can be marketed. For example, advertisements for our beers can only be placed in media where at least 70% of the audience is reasonably expected to be of legal drinking age (or 18 if no legal drinking age exists in that country). In the UK, we go further and adhere to codes of practice that set the limit at 75%.

Our UK television and radio advertising is governed by audience profiling standards and the BARB 120 Index. This is used to identify programmes likely to attract an audience in which the proportion of children is at least 20% higher than would be found in the general population. Alcohol advertising is not permitted around these shows. We also follow the guidelines of the Broadcast Committee of Advertising Practice – which overlap substantially with our Policy on Commercial Communication – and the Committee of Advertising Practice. In addition, we adhere to mandatory UK-wide conditions that govern the sale and promotion of alcohol in the on-trade, and to special promotional rules that apply in Scotland.

Globally, our policy places us at the forefront of marketing best practice. In the UK, we check the content and the media placement of all our advertisements and marketing materials

**Positive feedback on the Surrey Alcohol Responsibility Initiative**



"One of the strengths of SARI has been the range of people who are involved – from the business community through to the NHS, police and licensing authority. It's important to have individuals round the table who understand the issues from the bottom up and can share different points of view."

Louise Punter, CEO of Surrey Chambers of Commerce

"Schemes like SARI and Best Bar None definitely help promote responsible drinking in towns like Woking... everyone is now thinking more about the issue of problem drinking, and what we as licensees can do to tackle it. That's a very positive thing for the community."

Lucy Kelly, Manager of the Sovereigns Pub (winner of Woking Best Bar None 2012)

"I think the real value of the collaborative approach of SARI is that it brings together such a wide range of people with expertise across the board. It's not just about the public sector looking at enforcement around alcohol, it's also about encouraging training and awareness."

Camilla Edmiston, Community Safety Officer, Woking Borough Council

prior to release to ensure they do not appeal primarily to people who are underage and are not placed where they are likely to see them, which helps limit the undue exposure of children and young people to our beer advertisements. This is a formal process governed by our Sales and Marketing Responsibility Committee, which meets weekly at the Miller Brands headquarters to review our marketing communications against the policy and in light of UK law (both in spirit and letter) and national industry codes of practice.

If anything fails to comply, the committee has the authority to ask for a change, and ultimately to block a broadcast, publication or promotion. For example, a suggestion for a branded version of the Rubik's Cube to promote Pilsner Urquell was rejected because it could potentially be seen to appeal to under-18s – despite its reputation as a game that boosts mental and manual dexterity. To aid transparency and accountability we're now committed to appointing an external chair for the committee.

**Regulating websites and social media**

The Policy on Commercial Communication is a wide-ranging document. As well as safeguarding children and young people, it ensures our businesses don't use advertising or marketing that encourages irresponsible or excessive drinking by adults, or that implies alcohol helps people socially or sexually. It also extends beyond traditional marketing to cover the use of social media and other digital media such as Facebook, Twitter and YouTube, ensuring that content is age appropriate and our principles of responsibility, transparency and respect are upheld in these channels. All visitors to product web pages that engage with customers are required to provide their date of birth to show they are of legal age to drink alcohol. If a UK user is underage, we direct them to the Drinkaware website, and we display a responsible-drinking message wherever appropriate and relevant.

Our employees are trained in how to apply the policy, and receive regular refresher courses. However, with the best will in the world, occasionally something we publish or broadcast about our products will attract criticism. In these cases we actively encourage consumers to contact us via the info@millerbrands.co.uk email address.

**The Policy on Commercial Communication in action**

Training for SABMiller employees in the policy includes plenty of real-life examples to show how the rules should be applied. For example, in one training session employees were given a mocked up advertisement for Pilsner Urquell that showed three men enjoying a drink at the pub, with a set of car keys visible on the table. After discussion it was revealed the company had ruled that the keys should not be shown in the photo because they might suggest one of the men was going to drive after drinking.

**Before**



**After**



**Reinforcing the message – working with Government and other partners**

We believe our marketing guidelines are robust and effective. However, in themselves they will not achieve our goals of promoting responsible drinking and working collaboratively with stakeholders to combat the harmful use of alcohol. This requires a more proactive approach, and a commitment to partnership across the industry, government and society.

In October 2012 we joined with other leading beer, wine and spirits companies to sign a five-year action plan in response to the World Health Organization’s Global Strategy to Reduce the Harmful Use of Alcohol. We signed up to support five commitments:<sup>12</sup>

1. Reducing underage drinking
2. Strengthening and expanding marketing codes of practice
3. Providing consumer information and responsible product innovation
4. Reducing drinking and driving
5. Enlisting the support of retailers to reduce harmful drinking.

This was a natural step, because we already operate over 100 programmes around the world to combat the misuse of alcohol. For example, in the Canary Islands we’ve published a guide to help parents set a good example when it comes to drinking alcohol. And, in the United States, MillerCoors is working with the Responsible Retailing Forum and Dr Brad Krevor of Brandeis University to engage retailers in preventing alcohol sales to underage customers.



**Conclusion**

Striking the right balance between championing beer, stimulating economic growth and tackling problem drinking is an on-going challenge for all public and private sector stakeholders. We’re determined to play our part.

By continuing our commitment to the PHRD and working closely with Government, licensees and the other major stakeholders involved in tackling alcohol abuse, we’re demonstrating the positive impact that cross-sector collaboration and partnerships can make in tackling anti-social behaviour, alcohol-related crime and underage binge drinking. As our business in the UK continues to grow, we’re committed to maintaining our work in this area.

If you would like to talk further with us about our strategy and any issues raised in this report, please contact the Industry Affairs team at SABMiller on 01483 264000.

**Helping people make informed choices about alcohol**

SABMiller provides TalkingAlcohol.com as a public resource for facts about alcohol and its effects. It covers topics such as alcohol & your body, underage drinking and what goes into our beer. And users can download a wide range of factsheets and participate in online discussions on alcohol-related topics that interest or concern them.

[www.talkingalcohol.com](http://www.talkingalcohol.com)



<sup>12</sup> <http://commitments.global-actions.org/commitments.aspx>

