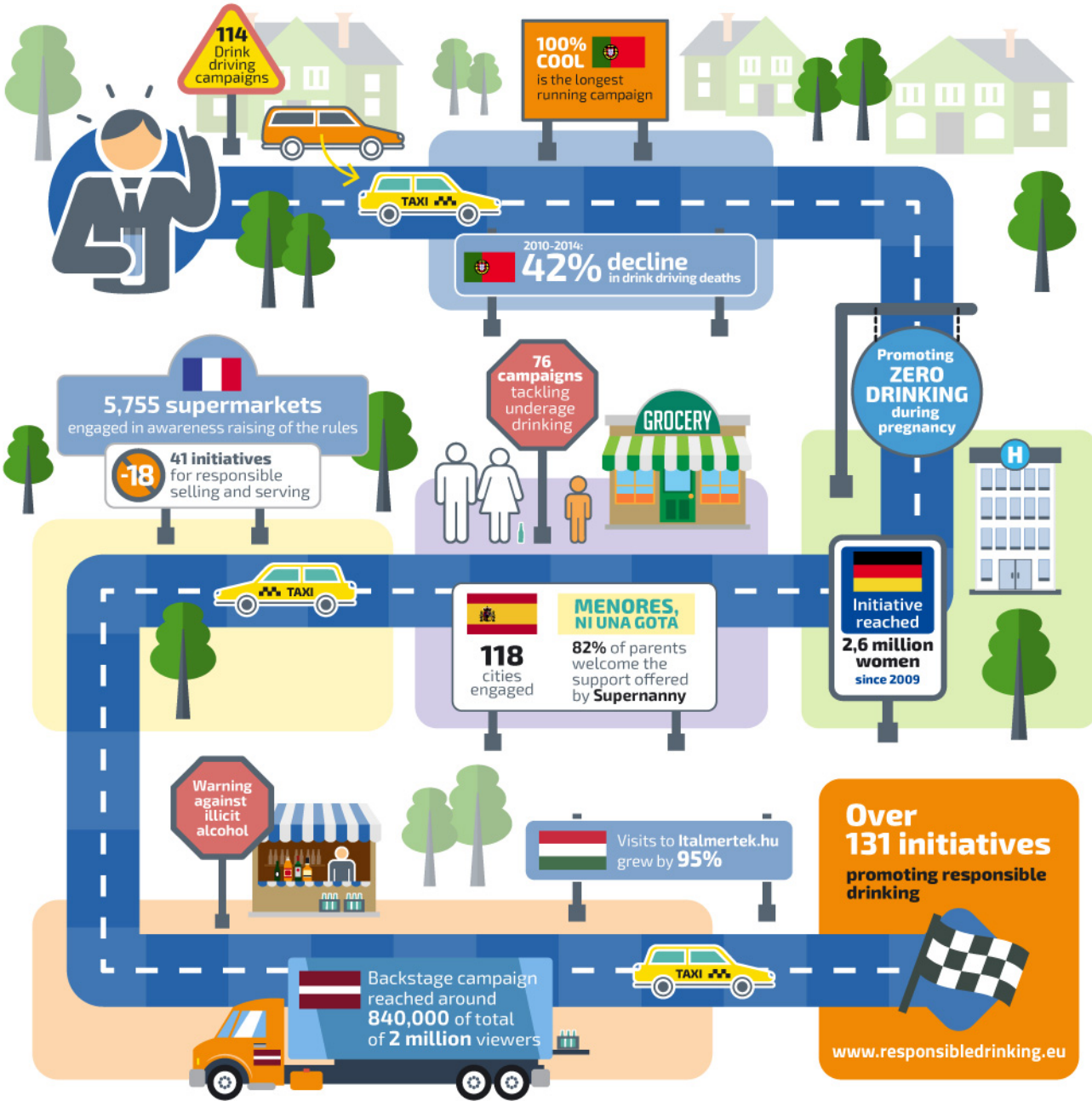




MADE WITH CARE TO BE ENJOYED WITH CARE



We engage with society at large to influence culture and behaviour positively and we work with consumers to ensure our products are consumed responsibly.



Responsibledrinking.eu



Moderation by numbers — **LOW RISK DRINKING GUIDELINES**



Tips on how to make sure your **DRINKING EXPERIENCE IS ONE TO REMEMBER**



MONITOR THE CALORIES in your favourite drinks



22 NATIONAL consumer information **WEBSITES**



What's next?

More data, more facts:

Improved, comparable data collection at national level would make measuring the impact of policies and actions easier and allow for more effective country-by-country comparisons.

Talk is easy. Action is harder:

Collaborative efforts built upon trust and shared determination is essential.

Persevere together:

The European Alcohol and Health Forum and the programmes derived from it must continue.

[A Spirit of Responsibility](#)

[Engaging business cooperation](#)

Please check out [Looking back to better look forward](#), showcasing the spirits responsible drinking initiatives in Europe

