

ENGAGING BUSINESS COOPERATION



As a sector, we feel it is vital that each and every link in the value chain from the production to the sale of alcohol is empowered with the skills to assume responsibility for stopping the harmful use of alcohol.

We support...



Enforcement of legal purchase **AGE LIMITS**



Enforcement of **BLOOD ALCOHOL LIMITS**



Increasing **CONSUMER AWARENESS**



PROMOTING RESPONSIBLE BEHAVIOUR across society at large

A COLLECTIVE EFFORT

We apply strict codes to ensure our marketing communications display responsible drinking patterns on all occasions



Whether regulatory and/or self-regulatory, the advertising standards in place are exceptionally strict. They apply equally to **all online and offline commercial communications.**



To ensure all adverts are properly understood, and only display drinking in moderation, **spiritsEUROPE** developed guidelines for responsible marketing communications. **561 professionals were trained in 13 different countries** between 2012 and 2015 on these advertising rules.

"Digital advertising allows SMEs to compete with bigger brands, but it is a new world rather complex to follow and difficult to understand. The spiritsEUROPE training I attended was extremely useful in knowing exactly what to do and how to do it, to comply with our commitment to responsible commercial communications."

BERNARD ZACHARIAS,
CEO of Distillerie Radermacher
and Board member at Vinum Et
Spiritus Association
Belgium



We invest both independently and with partners in training and awareness programmes to make sure our products are properly understood

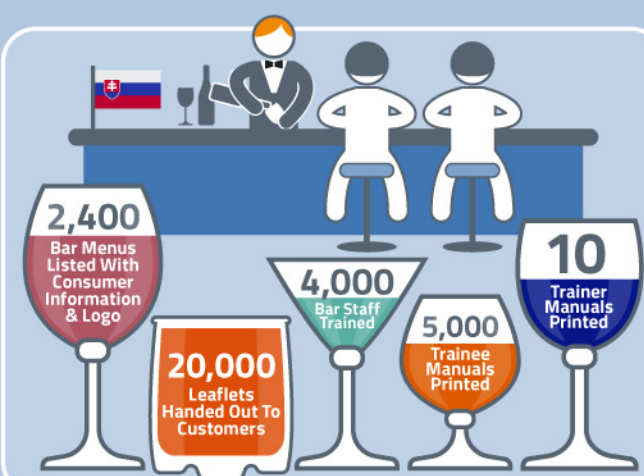
41 responsible selling and serving initiatives



The Bulgarian campaign was rolled out at supermarkets reaching more than



33,6 million in Kaufland and 13,4 million in Lidl



"The Responsible Serving of Alcohol training course has helped staff at all levels to think for themselves, make positive decisions and develop confidence in handling difficult customers and situations. By now, they know about their personal responsibilities, the law in relation to intoxication and underage drinking."



MARY KENNEDY
RSA Tutor at the
Bridge 1859 bar
in Dublin



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.

Made with care to be enjoyed with care

A Spirit of Responsibility

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