



**CERVECEROS**  
LATINOAMERICANOS

Our  
**Commitment**  
to Responsible  
Beer Consumption

# Our Commitment to Responsible Beer Consumption

We educate about moderate alcohol consumption for healthy adults who decide to drink.

We promote zero alcohol consumption among vulnerable populations.\*

The brewing companies that comprise Cerveceros Latinoamericanos are manufacturers legally established in the region and we strictly adhere to each country's applicable laws and regulations.

## Members



**Bacus**  
Orgullosamente parte de  
ABInBev



**HEINEKEN**



**ABInBev**  
Ecuador



**ambev**  
Centroamérica

**ambev**



**FIFCO**

We are companies that generate economic value, generate jobs, are multiplying agents of the economic activity and practice Social Responsibility.

\*See glossary

*We understand that the moderate and smart consumption of our alcohol-containing products may be compatible with a healthy lifestyle.*

We take on our role as part of the solution in the World Health Organization's (WHO) Global Strategy to Reduce the Harmful Use of Alcohol, and are committed to develop education and prevention programs and initiatives.

We clearly state our willingness to collaborate with government agencies and organized civil society, through programs that contribute to reduce harmful alcohol use.

We understand that drinking patterns are influenced by each nation's culture, religion, laws, economy and idiosyncrasy. Likewise, our actions are aligned in the pursuit of the United Nations Sustainable Development Goals:



### The backbone of our commitment:

- **Respect** towards those adults who have chosen not to consume our alcohol products.
- Encourage those healthy adults who have decided to consume our products, **to do it responsibly.**
- Support and develop initiatives that contribute to **eliminate alcohol use among vulnerable populations: persons suffering some ailment or illness** where consuming alcohol is clinically contraindicated, persons taking a medication for which alcohol consumption is contraindicated, pregnant or nursing women, minors, machinery operators and vehicle drivers. These are population groups that simply must NEVER drink alcohol.

In tune with the WHO, we state our commitment to work in the following areas:

### Promote and educate on Responsible Consumption as part of a healthy lifestyle:



**I.** We promote smart consumption (responsible consumption/moderation) as intake pattern among healthy adults who have decided to drink beer.



**IV.** We train and empower our employees, sellers and points of sale to act as ambassadors of this commitment.



**II.** We encourage and promote the drinking patterns study in the Latin American region.



**V.** We consolidate self-regulatory systems (code of principles and handbooks) to implement commercial communications, events and responsible marketing activities.



**III.** We develop and offer new products with low or no alcohol content.

### Promote Zero Alcohol Consumption in vulnerable populations and situations:



**I.** We contribute to eradicate alcohol consumption among minors and other vulnerable populations.



**III.** We promote road safety education.



**II.** We discourage the illegal sale and consumption of alcohol.

# Definitions

**Harmful use:** Consumption that negatively affects the person drinking alcohol and/or third parties or the environment. It involves consumption by minors and other vulnerable populations (pregnant or nursing women), adults who must not drink alcohol for health reasons or other conditions) and excessive consumption by healthy adults.

**Smart consumption (responsible consumption/moderation):** Alcohol consumption by healthy adults who can and decide to drink; it is balanced and compatible with a healthy lifestyle.

*Maximum amounts suggested\**

**Women:** A maximum of 2 beers a day

**Men:** A maximum of 3 beers a day

**Both:** 0 beers at least 2 days a week

*Consumption tips:*

- Pair beer with food.
- Drink a glass of water between beers.
- Do not accumulate all the drinks for one single day.
- Respect those who decide not to drink.

\*A standard serving is 12 oz.

**Healthy lifestyle:** One that fosters and maintains health; defined by the WHO as “a state of complete physical, mental and social well-being and not merely the absence of disease.” In addition, it must be in harmony with the environment.

In the case of a healthy adult who wants to enjoy alcohol beverages, smart consumption may be part of a healthy lifestyle, always with responsibility and moderation.

**Vulnerable populations:** Persons suffering some ailment or illness where consuming alcohol is clinically contraindicated, persons taking a medication for which alcohol consumption is contraindicated, pregnant or nursing women, minors, machinery operators and vehicle drivers. These are population groups that simply must NEVER drink alcohol.

**Illegal alcohol:** Refers to the different types of illegal alcoholic beverages. These may include:

- When illegal alcohol is marketed with legal brands, or when empty bottles of original products are refilled with cheaper alcohol.
- Production of illegally labeled beverages or unlabeled beverages.
- Illegal import of ethanol as ingredient, of alcoholic beverages or import through suitable entities, but done fraudulently.
- Craft alcoholic beverages to be sold by non-registered companies or which do not meet the applicable health requirements.
- Alcohol not suitable for human consumption. For example, alcohol for medicinal use.
- Evasion of production taxes on alcoholic beverages. For example, a legally registered company that evades alcohol production-related taxes.
- Alcoholic beverages acquired illegally outside the consumer market and brought to it for the consumer's personal use. These products are registered in the jurisdiction where they were purchased, but are not consumed.
- Authentic products, brands legally imported and sold in a market without the brand owner's or authorized distributor's consent.

- Products that do not comply with the production processes, labeling guidelines or laws. Includes products manufactured using denatured alcohol.

**Non-communicable diseases:** According to the WHO, they are also known as chronic diseases, they are long term and generally evolve slowly. The four main types of non-communicable diseases are cardiovascular diseases (like heart attacks and strokes), cancer, chronic respiratory diseases (like chronic obstructive pulmonary disease and asthma) and diabetes.

## Abbreviations

**NCD:** Non-Communicable Diseases

**DPS:** Drinking Patterns Study

**WHO:** World Health Organization



# Work Areas



We promote smart consumption (responsible consumption/moderation) as intake pattern among healthy adults who have decided to drink beer

Part of our Social Responsibility is to make sure our alcohol products are consumed responsibly and in moderation.

We know that:

- Beer is a natural, refreshing product with low alcohol content that, when consumed in moderation, can be compatible with a healthy and balanced lifestyle, as well as with coexistence and healthy recreation.
- It is necessary to inform the adult population that if they are going to drink they must do so responsibly and making smart consumption part of their lifestyle.
- Harmful use of alcohol can hurt the person who drinks, as well as others.
- Avoiding harmful drinking is a shared responsibility among consumers, the industry, brokers, public authorities and society as a whole.

## What are we doing to promote smart consumption (responsible consumption/moderation)?

- Introduce our brands in advertisements and, at a corporate level, messages that promote this concept.
- Develop initiatives geared towards beer consumption and sale only among persons of legal age to do so.
- Promote the Responsible Marketing concept among all the employees of the industry.
- Promote or support education programs aimed at responsible consumption of our alcohol-containing products.
- Contribute to identify drinking occasions and groups of consumers with a high proportion of harmful alcohol use and support the design and implementation of focalized interventions to address such occasions and consumers, in order to attain cost-efficient reductions in harmful alcohol use.
- Support the development of a model that will allow measuring in advance the potential results of the different intervention proposals to reduce harmful alcohol use in terms of impact on health and change of consumption habits, as a way to prioritize those interventions showing the best results.



## We encourage and promote the drinking patterns study in the Latin American region

The Global Strategy's tenth area of action states that having objective, independent, and solid scientific information is indispensable and very important to properly identify a problem.

Regarding alcohol consumption, knowledge of drinking patterns is undoubtedly the necessary basis for understanding which population groups require interventions, and which require concrete actions, such as education campaigns.

Harmful use of alcohol is a problem affecting a very small part of the population that requires specialized and guided medical care. For this reason, actions must be clearly directed towards the population group that requires them.

Most of the countries in the region already have an updated study on drinking patterns, baselines and action plans.

*Our commitment is that this study be completed in the 18 countries of the region that comprise **Cerveceros Latinoamericanos** and be updated every five years to assess the positive impact of the actions carried out by various "stakeholders" to reduce harmful alcohol use.*

The image represents the countries of the region that are part of **Cerveceros Latinoamericanos**.



## We develop and offer new products with low or no alcohol content

As part of our commitment, we incorporate in our product offer, beer options with lower alcohol content and, additionally, alcohol-free beers.

We commit to refrain from manufacturing alcoholic beverages containing added stimulants, such as caffeine, guarana and taurine, and from marketing combinations of

*A significant number of our countries already have brands with low and even no alcohol content.*

alcoholic beverages with energy boosters or stimulants.



## We train and empower our employees, sellers and points of sale to act as ambassadors of this commitment

We are developing a “**Responsible Business**” initiative based on best practices worldwide: inviting all stakeholders and sectors involved in the brewing, distribution and consumption process to actively participate in reducing harmful alcohol use and promoting responsible consumption.

Considering that the best possibility for success requires everyone’s participation, we will continue developing programs that directly involve the entire staff in

promoting smart consumption (responsible consumption/moderation) and reducing harmful alcohol consumption.

A critical element for achieving a reduction in harmful alcohol use deals with the involvement of the wholesale and retail commercial network that works independently from us as manufacturers. For this reason, we will develop awareness, information and promotion programs of this commitment with our clients on a permanent and ongoing basis.



## We consolidate self-regulatory systems (code of principles and handbooks) to implement commercial communications, events and responsible marketing activities

1. Beer is a product meant only for healthy adults, consequently:
  - Advertising will not be addressed in any media to people under the legal drinking age or in advertising spots before or after children's programming or in any whose audience is more than 30% minors.
  - In advertising, activations, events and all kinds of promotional activities, only models over the minimum legal age to consume alcohol in each country and who look that age will be hired. There are countries with stricter regulations; in such cases, an age above the legal age will be applied.
  - Cartoons, cartoon characters, anthropomorphized animals, or others that might be especially appealing to children, will not be used.
  - Messages promoting beer drinking will not be endorsed by public figures likely to be role models for minors.
  - Advertising will not be associated with solving psychological or personal problems.
  - Advertising will not portray situations associated with any kind of violence or with drinking as a challenge.
  - Advertising will be associated with normal, healthy recreational situations, and ideally, will be related to food intake.
2. Beer advertising will, under no circumstance, associate drinking with driving or using any kind of machinery.
3. Beer consumption will not be associated with sports, personal or sexual success.
4. Physical or digital advertising will not promote:
  - Abusive or excessive drinking
  - Drinking games
  - Mixing alcohol with energy drinks
  - Drinking by vulnerable populations and minors.

5. Given the growth in the use of digital media, new technologies and social media, we must try to effectively limit access of minors to those media and content we develop and, for being products with alcohol content, address only the adult population. For such purpose, we will establish adequate mechanisms that will identify the users that enter this media as adults and, at the same time, include visual alerts for users to guarantee that those who are browsing through these sites are aware of such restriction.

6. Whenever legally possible, in our contracts and agreements with communication firms (advertising, public relations, press, social media and digital media) we will include an explicit requirement about the fulfillment of responsible advertising and marketing codes for our products.

7. Our brands do not support or sponsor events such as open bars and all you can drink for a fixed price.





## We contribute to eradicate consumption among minors and other vulnerable populations

We understand that vulnerable populations should not drink alcohol: persons suffering some ailment or illness where consuming alcohol is clinically contraindicated, persons taking a medication for which alcohol consumption is contraindicated, pregnant or nursing women, minors, machinery operators and vehicle drivers. These are population groups that simply must NEVER drink alcohol.

### Promoting the eradication of consumption among minors

We have before us a great social challenge and invite all stakeholders to work together:

government, distributors and points of sale, as well as organized civil society to eradicate underage drinking.

We share the concern expressed by our countries' health authorities and the WHO regarding the negative impact of underage drinking. It is necessary to sensitize parents, teachers and retailers on the harmful use of alcohol.

**Creating social awareness of responsibility in general**, beyond existing laws on this matter, is vital.



## We discourage the illegal sale and consumption of alcohol

We are committed to develop in each country, using the same methodology and through a well-known, experienced organization, a study that quantifies the magnitude of the illegal alcohol phenomenon. This study will be useful to develop measures to fight this illegal practice and eradicate it, and furthermore, contribute to understand the importance of this issue in the fight to reduce the harmful use of alcohol.

The percentage of non-registered alcohol sales is certainly alarming; however, there are still no clear proposals to fight the phenomenon. We even believe that it is not fully understood and its impact on public health has not been properly quantified by government authorities.

“Illegal alcohol” (the different types of illegal beverages) needs to be better understood and defined. It may come in different forms:

- legally produced alcohol that evades taxes,
- counterfeit alcohol sold as familiar brands,
- surrogate or substitute alcohol,
- illegally produced alcohol,

- artisanal or unauthorized alcohol,
- and in general any alcoholic beverage that fails to comply with each country’s legal framework.

Due to the existence of this illegal product, any intervention seeking to reduce the harmful use of alcohol through “cost-effective interventions” has the opposite, undesired effect of promoting this type of “illegal products”.

The illegal alcohol market has additional criminal consequences that can affect citizen safety, and have a very negative impact on public health and on the government’s finances.

We understand that each country must consider any illegal alcohol that lacks quality control and manufacturing standards set by authorities, as harmful. Governments, manufacturers and others involved must work together more forcefully to reduce the damage caused by illegal alcohol.

*According to data from the WHO, in average the consumption of non-registered alcohol accounts for more than 30% of the total worldwide consumption.*



## We promote road safety education

Our commitment is to continue expanding programs geared towards road safety and accident prevention, together with other social actors legitimately interested in the subject.

Cerveceros Latinoamericanos understands that the problem of accident rates on the roads has a multicausal origin, where various factors are to blame, namely:

- high speed,
- recklessness by driver, pedestrian or passenger,

- disregard for or absence of traffic signs,
- road conditions,
- cars' mechanical conditions,
- tired or distracted drivers,
- use of electronic or communication devices while driving,
- drug use,
- harmful alcohol use.

These can occur separately or together at the time of an accident.



# Our Performance Indicators

We have identified 11 performance indicators that will help us focus and measure our management to promote responsible beer consumption in Latin America.

To fully enforce their compliance, some of these goals are sustained over time.

Performance Indicator	Year to achieve the goal
Implement responsible consumption workshops to raise public awareness and report the number of participants in each workshop.	2017
Develop at least one initiative aimed at distributing information to promote and educate on responsible alcohol consumption.	2017
Celebrate the Responsible Alcohol Consumption Day once a year.	2017
Reinforce actions to prevent sale of alcohol to minors.	2017
Develop partnerships with the government, brewing industry, NGOs, and associations to work jointly all the campaigns.	2017
Have in each country at least one product with low alcohol content and without alcohol and market it.	2018
Apply and update the DPS at least every 5 years.	2018
Promote at least one campaign or develop materials promoting road safety.	2018
Develop a transparent self-regulation code (known and easy to denounce) supervised by a third party.	2019
Implement programs on alcohol consumption for vulnerable populations.	2020
Carry out a baseline illegal alcohol study and repeat it every 3 years (except when there is a change in the legislation affecting any stage of the marketing process, in which case it must be updated within a period not exceeding 6 months).	2020



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