

# Alcohol Policy



 **HEINEKEN**

## Why we promote responsible drinking

# Foreword

The HEINEKEN Group is one of the world's leading brewery groups. Millions of people around the world enjoy our beer. They relish its refreshing taste and drink it in moderation as part of a healthy and positive lifestyle.

Some people do not drink responsibly. For them, the misuse or abuse of alcohol can cause personal, social, economic or health problems. Based on the 'control theory', which says that when country-wide average consumption goes down, abuse will go down too, some Governments set alcohol policy to try to limit the overall production, sale and consumption of alcohol products, including beer. We don't believe that this 'less is better' approach is necessarily the best way to address the problem of those who drink irresponsibly: instead, this approach may actually have the greatest effect on the many consumers who enjoy beer, wine or spirits responsibly. This is why we think more specific, *targeted* measures are needed to help people with potentially harmful drinking patterns and to protect society from those who engage in dangerous drinking activities like driving while intoxicated.

We pride ourselves on the fact that HEINEKEN is, and has been for a very long time, a business that is accountable to society – a business that brews, markets and sells beer in a responsible way. We don't close our eyes to the problems that excessive consumption of our products can cause. While we may not always agree about the right solutions, we're not deaf when there are criticisms levelled at our industry or industry members by those who are concerned with public health and safety.

We are actively promoting sensible and moderate consumption of our HEINEKEN beers – because in the long run it is both socially responsible and economically sensible to do so. We support educating consumers about alcohol – its undoubted merits and potential perils. We believe this is the best way to encourage people to exercise personal restraint and drink responsibly.

This brochure explains our approach to what some people call 'the alcohol issue'. It outlines the basic principles that guide us – our alcohol policy. It describes the various ways in which we put these policies into action.

November 2004

# Contents

Introduction .....	4
- <i>why we promote responsible drinking</i>	
- <i>responsibility is at the heart of our alcohol policy</i>	
- <i>the objectives of our alcohol policy</i>	
- <i>our alcohol policy is based on the idea of self-regulation</i>	
- <i>our alcohol policy promotes a targeted approach</i>	
- <i>HEINEKEN Alcohol Policy Statement</i>	
Beer is a genuine part of life .....	6
- <i>the history of beer</i>	
- <i>beer today</i>	
Consumers take responsibility for their consumption patterns .....	7
- <i>people and alcohol</i>	
- <i>understanding what alcohol is and what it does</i>	
- <i>what is responsible alcohol consumption?</i>	
HEINEKEN takes responsibility to inform – employees, clients, consumers ..	8
- <i>keeping people informed</i>	
- <i>what we mean by irresponsible consumption</i>	
Every employee is our ambassador .....	10
- <i>our Alcohol &amp; Work policy</i>	
- <i>the Cool@Work programme</i>	
- <i>information for clients and consumers</i>	
Responsible commercial communication .....	12
- <i>marketing and selling our products responsibly</i>	
- <i>regulating all HEINEKEN ‘commercial communication’</i>	
HEINEKEN participates in dialogues with governments, health and safety authorities .....	14
- <i>the importance of open, active dialogue</i>	
Implementation of the HEINEKEN Alcohol Policy is mandatory .....	15
We will report on our actions related to our HEINEKEN Alcohol Policy ..	16
Conclusion .....	17
- <i>a final word</i>	
- <i>enjoy Heineken responsibly</i>	
Appendix	
1. Beer is a genuine part of life .....	18
2. Consumers take responsibility for their consumption patterns ....	19
3. Commercial Communication Code .....	21

# Introduction

Responsibility is at the heart of our alcohol policy

We want to produce, market, and sell beer in ways that are positive to society at large. The decisions we make, and the actions we take, must take into account and respect the views of others outside our business.

The objectives of our alcohol policy are:

- ▶ to promote responsible consumption of alcohol;
- ▶ to help prevent misuse and abuse of alcohol;
- ▶ to ensure that responsible consumption of beer is socially acceptable;
- ▶ to help HEINEKEN be a truly sustainable business.

Our alcohol policy is based on self-regulation

We're clear about one thing: we think that one way to help tackle alcohol abuse is to use the expertise, authority and influence HEINEKEN Group and other businesses in our industry possess, to promote responsible consumption of alcohol products. We can help make sure that our advertising and marketing does not, even unwittingly, suggest inappropriate consumption. We can work together, in co-operation with national governments or other organisations, to help consumers receive accurate, unbiased information about responsible consumption. Self-regulation based on mutual trust is the best way forward.

Our alcohol policy supports a targeted approach

A small group who drinks alcohol experiences alcohol-related difficulties. Problems are caused not by the product, but by the way in which individuals consume the product.

Targeted strategies – designed to educate and remind consumers about the effects and risks of alcohol – have a much higher chance of success because they tackle the problem at its roots. They view the issue as an individual problem. They help consumers to make the right decisions about when and when not to drink.

The aim of our alcohol policy is public health and safety

We can't tackle this issue alone. We need to work with third parties inside and outside our industry. That's why our alcohol policy encourages support for scientific research into the effects of alcohol and the ways in which it is consumed. Through our own internal research and sponsored-research activities we apply the Dublin Principles. These provide strong foundations for collaboration between our industry, specialist agencies, researchers and others in the health sector, in order to guarantee absolute objectivity.

Our policy also stresses the need for close co-operation with others in our industry, with governments, non-governmental authorities and other socially concerned organizations.

This explains our work with The Amsterdam Group, an organisation that promotes responsible consumption of alcohol across Europe, the International Center for Alcohol Policies, which addresses worldwide alcohol policy issues, and a great many other local organisations in different countries around the world. We don't always agree with everything our partners propose or stand for, but we recognize the need to incorporate external ideas and fresh thinking into our approach.

Our HEINEKEN Alcohol Policy Statement (HAPS) sets the standards and parameter for our opinions and actions on all alcohol related issues. HAPS contains eight ruling principles – all promoting responsible consumption of alcohol amongst beer drinkers. HAPS is used by all affiliated HEINEKEN companies to formulate local policies.

## HEINEKEN Alcohol Policy Statement

1. Responsible consumption of beer can be consistent with the maintenance of a balanced and positive lifestyle for adults who choose to drink.
2. The informed individual is responsible for his/her own behaviour.
3. HEINEKEN is committed to raising the awareness regarding responsible consumption.
4. We demand responsible behaviour of all our employees around the world.
5. HEINEKEN companies ensure that their commercial activities meet legal requirements and do not encourage irresponsible consumption.
6. We want to help prevent misuse and abuse through dialogue and action.
7. Implementation of the HEINEKEN Alcohol Policy is mandatory.
8. We will report on our actions related to our HEINEKEN Alcohol Policy.

## 1

# 'Beer is a genuine part of life'

## The history of beer

Beer is essentially a natural drink created by brewing starch-rich raw materials, like barley or wheat, with natural flavourings such as hops, in water. Over a period of time, the combined ingredients ferment – producing alcohol in the process.

It doesn't seem to have taken our ancestors very long to discover a way to transform grains into alcoholic drinks. Archeological evidence suggests that the very first 'beers' were produced by accident. Barley was buried in pots to encourage the germination of grains. When water leaked into the pots, the 'malt' mixture inside fermented as a result of its exposure to airborne yeast. The end product was a very basic beer with a low alcohol percentage.

## Beer today

Today beer is widely available and enjoyed in most countries and cultures around the world. Contemporary beers contain very little fat, proteins or carbohydrates, so their nutritional value is small. Beer does however contain B vitamins, trace elements, calories and minerals.

## 2

## ‘Consumers take responsibility for their consumption patterns’

### People and alcohol

Cultural attitudes, religious beliefs and legislation can all influence behaviour, but ultimately people decide for themselves whether to drink or not.

We’ve already stated our belief that ignoring about the facts about the benefits and dangers of alcohol can be far more destructive than alcohol itself.

### Understanding what alcohol is and what it does

Alcohol, if consumed excessively or inappropriately, can be a potentially dangerous substance. In most countries where alcohol beverages are permitted, people are and should be educated about what it is and how it affects the human body, in order to drink responsibly.

### What is responsible alcohol consumption?

There is no one definition of what constitutes ‘responsible’ or ‘moderate’ drinking. What ‘standard’ limits or guidelines fail to take into consideration is the individual drinker’s physical condition or emotional state. For instance, a single drink could have a profound affect on a small and /or emotionally unstable person.

We don’t think it’s a good idea to try and define ‘responsible’ drinking solely in terms of units of alcohol consumed. We believe there’s only one sure-fire rule that applies to all consumers – male or female, large or small. That is to always drink *in moderation*, at the *right time*, in the *right place* and for the *right reasons*. And that rules out ever drinking and driving.

HEINEKEN is including a message on all HEINEKEN brand bottles and cans worldwide which invites consumers to visit a newly developed HEINEKEN responsible consumption website; [www.enjoyheinekenresponsibly.com](http://www.enjoyheinekenresponsibly.com), which addresses what alcohol is, how it can affect the body and how ‘responsible’ or ‘moderate’ drinking is defined. Other brands will follow in due time.

## 3 'Informing employees, clients, consumers'

### Keeping people informed

As one of the world's leading brewing groups we support efforts to keep consumers informed or reminded about the benefits and potential problems associated with alcohol beverage products. We are happy to provide or support this kind of information because we believe that the best way to promote responsible drinking is to improve people's understanding of alcohol.

We support targeted information campaigns for consumers, distributors, customers and employees. At the heart of all these campaigns is the message that while beer drinking can be part of an active, healthy lifestyle for many adults, irresponsible consumption of alcohol can present serious health, safety and social risks. Medical research now suggests that regular consumption of low levels of alcohol may actually have health benefits for many adults such as reducing the risk of coronary heart disease. However, we do not suggest or promote as part of our marketing that consumers should drink for this reason. We have formulated this in our *Manual Rules & Guidelines on Responsible Commercial Communications*.

### What we mean by irresponsible consumption

Consumer information efforts from both government and industry should remind consumers that while responsible beer drinking can be integrated into an active, healthy adult lifestyle, irresponsible consumption poses many dangers. What do we mean when we talk about irresponsible consumption of alcohol? We often refer to alcohol misuse – to describe situations in which alcohol is consumed at the wrong time, for the wrong reasons or in inappropriate locations. Drinking and driving is a prime example of alcohol misuse; so is drinking at work.

We also use the term *alcohol abuse*. By this we mean 'out-of-control' or excessive drinking – regular drinking bouts marked by a lack of personal restraint. This kind of drinking can lead to alcohol dependency, may cause chronic disease or even death.

One of the defining characteristics of *alcohol abuse* is its frequency. People who binge drink tend to do so regularly over a long period of time unless they receive help. Alcohol abuse or misuse can be a 'one-off' but the consequences can be just damaging or disruptive because it can result in or contribute to accidents on the road or at work, public or domestic violence and other forms of unsocial or dangerous behaviour.



We believe there are certain situations it is better not to drink at all, even though government legislation may permit limited consumption. These are when a consumer is:

- ▶ *driving a vehicle or intends to drive a vehicle;*
- ▶ *at work, especially when work involves the use of complex or hazardous materials or machinery or serious concentration;*
- ▶ *pregnant;*
- ▶ *below the legal drinking age;*
- ▶ *unable to control the amount that he or she drinks.*

We take a hard line for good reasons. We believe in the statement 'Don't drink and drive' because even the smallest quantities of alcohol can impair concentration and co-ordination. We suggest a similar approach to alcohol in the workplace, because alcohol can produce embarrassing or potential harmful consequences. After work is another matter. And, of course, for those employed in the hospitality or alcohol industry, this is not meant to preclude consuming truly minimal amounts for 'tasting' or 'sampling' purposes. Our warning against drinking during pregnancy is based on the risk that alcohol poses to development of the unborn child; our policy towards alcohol consumption by those under the legal drinking age takes into the account social, health and legal considerations.

People under the legal drinking age often drink for the wrong reasons – notably peer-pressure – and face added risks due to their immaturity. There is also the risk that childhood drinking of alcohol, particularly in substantial amount, may hinder physical, intellectual and emotional development.

## 4 'Every employee is our ambassador'

### Information for employees

Our employees are all ambassadors for HEINEKEN Group – they represent our company and its values. It's vitally important that they set a good example to consumers, and to the world outside HEINEKEN, in the way they regard and use alcohol. Everyone who works for HEINEKEN must behave responsibly while carrying out his or her job. Our Alcohol & Work policy states this categorically and helps all affiliated companies develop and implement effective strategies.

### Our Alcohol & Work policy

The policy is the joint responsibility of management teams and employees of HEINEKEN companies. HEINEKEN head office provides useful information, resources, advice and support, but there's no doubt that the main focus for the policy is at a local level.

### Cool@Work Programme

Cool@Work is an employee information and support programme. It brings together managers from HEINEKEN affiliated companies around the world to attend information workshops. The goal of the Cool@Work programme is to improve safety and health at work, to ensure responsible alcohol consumption and create awareness, commitment and ambassadorship amongst employees. It has four primary aims:

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#### To improve safety at work and during work-related activities

Drivers and employees operating machinery need to be fit and alert. They must not drink during working hours because even the smallest quantities of alcohol can cause accidents or personal injury. If they drink, their performance may suffer in other ways too: they will tire more easily and be less focused, alert or accurate in the tasks they need to perform. This also counts for all other jobs.

The message is clear: responsible drinking means not to drink at work. This improves safety and also reduces the costs attached to alcohol-related problems such as absenteeism, sickness, disability, accidents and reduced productivity.

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### To build commitment to our alcohol policy and create responsible drinking ambassadors

Cool@Work is designed to improve awareness of the risks associated with excessive alcohol consumption. In our industry, alcohol is easily available and widely accepted as a part of everyday life. There's no doubt that peer pressure might tempt employees into potentially dangerous drinking situations.

Cool@Work sets out to counteract any negative influences – to make the misuse or abuse of alcohol absolutely taboo by setting out and promoting a framework for professional conduct through practical guidelines and the use of employee ambassadors.

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### Effective intervention in any cases of alcohol misuse or abuse

Cool@Work provides local managers with guidance about how best to deal with situations in which employees have problems related to the responsible consumption of alcohol. The programme outlines preventative measures and ways to deal with specific situations. Practical support will be provided if needed.

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### Living the Alcohol Policy

This training tool is designed to support our sales & promotions employees in dealing with alcohol responsibly. The training contains information on how to apply and communicate the Alcohol Policy in several sales situations.

## 5 'Responsible commercial communication'

Marketing and selling our products responsibly

HEINEKEN companies operate a commercial business. We make money by brewing, marketing and selling great beer brands: Heineken the world's most international beer and a number of excellent local beer brands. We have a responsibility to our shareholders and our Group's 61.271 employees to make HEINEKEN a successful, profitable business. To do this, we must increase our market shares by selling more beer.

Marketing and promoting our products to consumers – we call it 'commercial communication' – is a vital part of our strategy for growth. It includes communication channelled through various media – ads on TV, radio, in magazines or newspapers and also sponsorship and promotional events. The fifth point of our HEINEKEN Alcohol Policy Statement (HAPS) makes it clear that while we believe consumers have a right to make their own choices, we also accept that we have a sense of responsibility in our marketing. That is why we published a practical manual. The purpose of this Manual, Rules & Guidelines on Responsible Commercial Communications, which places commercial communication in the context of HEINEKEN's alcohol policy, is to prevent our advertising messages unintentionally promoting irresponsible alcohol use.

Regulating all HEINEKEN 'commercial communication'

As a responsible business we think very carefully about the way we make people aware of our products. All our ads, sponsorship activities and promotional events must meet local and international legal requirements. All must take into account the need to encourage responsible drinking.

HEINEKEN Group ads must never feature people under the legal drinking age or people drinking while driving. They must never depict the consumption of alcohol in inappropriate locations. This is true of every HEINEKEN Group communication – in print, on radio, television or the internet.

In Europe, we strongly support the European Union criteria for advertisements for alcoholic beverages (Council Directive, October 3rd, 1989, art. 15) and frequently exceed them in order to meet our self-regulatory commitments. Our head office and all affiliated companies follow set rules when advertising beers containing more than 1.2% abv. These rules require that our ads:

- ▶ are not aimed at and do not depict people below legal drinking age;
- ▶ do not create the impression that drinking enhances physical performance or driving;
- ▶ do not feature *drinking and driving* and *drinking and professional performance*;
- ▶ do not create the impression that drinking contributes towards social or sexual success;
- ▶ do not feature *sports requiring speed of reaction* and *sports which could endanger third parties*;
- ▶ do not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
- ▶ do not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
- ▶ do not place emphasis on high alcoholic content as being a positive quality of the beverages;

We believe this responsible approach sets a good example and can have a positive influence on public attitudes towards alcohol misuse and abuse. We also believe it demonstrates clearly that self-regulation of the alcohol industry is the best way to prevent inappropriate advertising and marketing messages.

## 6 ‘HEINEKEN participates in dialogues with governments, health and safety authorities’

### The importance of open, active dialogue

As a responsible business and a good corporate citizen, HEINEKEN companies want to maintain open and respectful relationships with government, international legislative bodies, non-governmental agencies, professional bodies and other socially concerned organisations.

Alcohol misuse and abuse are public issues. We believe that the best way to debate and to tackle these issues is through open, active dialogue with recognized ‘experts’ – whether their focus is medical, social, scientific or economic.

Right now most governments try to address alcohol related problems through a wide range of measures, including:

- ▶ by limiting the availability of alcoholic drinks;
- ▶ by placing restrictions on advertising;
- ▶ by limiting sponsorship opportunities for those in the alcohol industry;
- ▶ through production quotas;
- ▶ through increases in excise duties.

One driving force behind many of these actions is the World Health Organization, WHO. WHO believes that alcohol abuse:

*‘is a cause of considerable expense through lost productivity and costs to the health, social welfare, transportation and criminal justice systems’*

*‘causes a considerable amount of ill health, contributes to the death rate and places a heavy burden on health care systems’*

*‘is related to more than one in three traffic accidents’*

*‘is an important factor in domestic, recreational and work-related accidents’*

*‘is a major cause of family disruption, domestic violence and child-abuse’*

We agree with the WHO that the threats posed by alcohol to public health and safety cannot be taken lightly. However, we don’t believe that population-wide restrictive measures – such as increases in excise duty or advertising bans for instance – will necessarily lead to reductions in the incidence of alcohol misuse or abuse. Note with respect to change proposed above: we don’t believe that advertising bans will reduce consumption – just consumption of advertised brands!

That’s why our Alcohol Policy supports a *targeted* approach to the problems alcohol can cause. It aims to reduce misuse and abuse at the individual level – by encouraging and supporting consumer responsibility. In contrast to population-wide measures which can negatively impact those who drink responsibly, targeted measures would go to the very root of the problem.

## 7 'Implementation of the HEINEKEN Alcohol Policy is mandatory'

The way we operate our HEINEKEN group in different countries around the world always takes local circumstances into account. If some of our group business policies conflict with local social customs or seem a 'bad fit' in other ways we will think very hard before we implement them. We may decide this would be the wrong thing to do; we may adapt them to the local market.

Our alcohol policy is something of an exception to this flexible approach. We give HEINEKEN affiliated businesses less room for manoeuvre and make implementation of the basic policy elements mandatory. We do this because we believe responsible drinking is an issue, one that must be addressed in every market where we do business.

So, all HEINEKEN affiliated businesses *must* adopt the HEINEKEN alcohol policy, implement and sustain the Alcohol & Work programme, and ensure they comply with the HEINEKEN rules and guidelines for responsible commercial communication.

In addition, unless local conditions make it unproductive to do so, all businesses should also build open, active dialogue with government and other relevant agencies about how best to promote responsible drinking and prevent alcohol misuse and abuse. If possible, they should develop partnerships with these bodies to promote the responsible use of our products.

Dialogue and partnership are vital to address the issues we face. But we cannot demand them. If local government agencies or other concerned groups refuse to co-operate, we can't force them. What we can do, is to promote responsible drinking – as a business ourselves and as a partner in industry initiatives.

## 8 ‘We will report on our actions related to our HEINEKEN Alcohol Policy’

We don't just want to record our alcohol policy related activities in dry, formal reports. We want to build two-way communication – to make the reporting process a way to create and sustain dialogue with our stakeholders. We must tell them what we are doing; we want them to comment on our actions, make suggestions and help us identify future partners.

It will take time to make this shift – but we are learning all the time. The way we report on environmental issues offers some clues about how to improve our reporting processes and will have a positive impact on the way we report about alcohol and social issues in the near future.

Our Sustainability Report can become a centrepiece of this new, dynamic approach. We also have a great opportunity to spread the word via our corporate website, brochures, speeches, presentations and interviews.

In truth, every commercial communication, in print, on screen or in person, is a potential opportunity to further the discussions about responsible drinking.



## A final word

### Practicing what we preach

HEINEKEN is a business with integrity. The way we do business reflects our values and principles. The importance we attach to responsible drinking and responsible actions radiates through everything we do – inside our business and in all our public actions, transactions and communications. Our HEINEKEN Alcohol Policy Statement (HAPS) guides us and makes sure we work within strict guidelines.

HAPS is more than an abstract policy statement, it is an integral part of our business. It makes a difference to the way we do business every single day.

We hope we've explained what our alcohol policy is for every HEINEKEN company and employee, and how it guides the positive steps we take to promote responsible drinking and help tackle the misuse or abuse of alcohol.

We'd genuinely like to know what you think about the policy and the issues discussed in this brochure, so please don't hesitate to contact us at the address on the last page. Most of all, we hope you'll enjoy our products responsibly in future. This is the greatest compliment you can pay us.

*So, remember – enjoy Heineken responsibly*

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# Appendix 1

## 'Beer is a genuine part of life'

### The history of beer

Beer is essentially a natural drink created by brewing starch-rich raw materials, like barley or wheat, with natural flavourings such as hops, in water. Over a period of time, the combined ingredients ferment – producing alcohol in the process.

No one knows for sure when humans first brewed beer, but evidence suggests that the process dates right back to the dawn of agrarian life – some 8,000 years or more. Around this time, wild cereals were first 'tamed' on the fertile coastal regions of the Eastern Mediterranean. Crushed and eaten as porridge or in bread, these cereals became the basic dietary ingredients for the world's earliest 'farmers'.

It doesn't seem to have taken our ancestors very long to discover a way to transform grains into alcoholic drinks. Archeological evidence suggests that the very first 'beers' were produced by accident. Barley was buried in pots to encourage the germination of grains. When water leaked into the pots, the 'malt' mixture inside fermented as a result of its exposure to airborne yeast. The end product was a very basic beer with a low alcohol percentage.

What started out as an accident soon became an established practice – refined in many ways over time. It soon became apparent that fermentation could be improved by the addition of measured amounts of yeast; and that herbs and fruits enhanced flavour. Hops, now a standard ingredient in most beers, were grown and used to brew beer in the Middle East over 2,000 years ago.

It's no surprise that as agriculture became a common way of life around the world, so too did brewing. It certainly took firm hold in climates too cold to sustain the growth of grapes to make wine. In early agricultural societies beer formed an integral part of people's daily life. It became entwined in many religious practices and rituals. It formed a key part in hospitality customs – just as it does today.

### Beer today

Today beer is widely available and enjoyed in most countries and cultures around the world. Contemporary beers contain very little fat, proteins or carbohydrates, so their nutritional value is small. Beer does however contain B vitamins, trace elements, calories and minerals.

We'd be lying if we suggested people consume beer primarily as a food. Its most distinctive ingredient is alcohol (pilsner typically around 5% of the total volume); and it's alcohol, along with taste, that makes beer such a popular drink. It helps people relax and supports sociable behaviour if people drink it responsibly – just as it probably did 8,000 years ago. It's also a refreshing, reviving drink – a good way to cool down on a hot day or to start up again after a hard day's work. It goes well with food and it's served at special events such as celebrations or festivals.

It's a fact: lots of people like beer. They drink it when they socialize, when they welcome, when they celebrate or commemorate.

## Appendix 2

# ‘Consumers take responsibility for their consumption patterns’

### People and alcohol

While alcoholic drinks are now available just about everywhere in the world, different countries, cultures and communities have their own attitudes towards alcoholic drinks. Some religions and cultures demand abstinence from its consumption; others value it highly. For instance, people in the Mediterranean countries of Europe tend to be very positive and tolerant as far as alcohol is concerned. Interestingly, alcoholism (dependence on alcohol to an extent that adversely affects behaviour and the ability to socialize or work) is less prevalent in these countries than in Northern European countries.

In other countries, people have rather more ambivalent attitudes towards alcohol. They may enjoy alcoholic drinks such as beer, but they also express greater desire for regulation to address its potential risks.

Cultural attitudes, religious beliefs and legislation can all influence behaviour, but ultimately people decide for themselves whether to drink or not. We’ve already stated our belief that ignoring the facts about the benefits and dangers of alcohol can be far more destructive than alcohol itself.

### Understanding what alcohol is and what it does

Alcohol, if consumed excessively or inappropriately, can be a potentially dangerous substance. In most societies where alcohol beverages are permitted, people are and should be taught about what it is and how it affects the human body, in order to drink responsibly.

### Alcohol affects the whole body

Alcohol, or to be precise, ethanol, is a sedative. When consumed it affects all processes in the body, although probably the most important factor to take in consideration when thinking about responsible drinking is its effect on the *Central Nervous System (CNS)*.

Even the smallest amount of alcohol affects the CNS. This is because any alcohol consumed, is transferred through the digestive system into the bloodstream and subsequently pumped through the body into every organ. Alcohol reaches the brain, hits the pleasure receptors and, when consumed in limited amounts, makes most of us feel good. It changes the way our nerves react to stimuli, altering the way we perceive the world around us and process information. It even affects our ability to control our own body.

In short, we feel good, but our ability to perform certain tasks can be impaired. That impairment increases with the amount of alcohol consumed on any occasion. This is why excessive drinking reduces the control we have over our emotions, our movements and our behaviour.

Alcohol can be toxic. It can have a damaging affect on the human body and in the case of serious abuse can irreparably damage health. Alcohol is broken down into water and carbon dioxide in the liver.

## Appendix 2

### What Blood Alcohol Level is and why it matters

The amount of alcohol in an individual's body (the Blood Alcohol Level) is the best guide to a person's level of intoxication and ability to perform key tasks. To calculate Blood Alcohol Level (BAL) an individual's weight has to be known. This is because the 'water content' of the human body influences the rate at which alcohol is dissolved.

Gender is an important consideration because men carry more water in their bodies than women and can consequently process alcohol faster. A man who weighs 70 kilos will carry water in his body equivalent to 0.7 of his total mass – around 49 litres. A woman who weighs the same would carry approximately 0.55 of her total mass as water – around 37 litres. What this means in simple terms, is that alcohol has a more pronounced affect on BAL in women than in men.

Body mass, water content... It sounds complicated, and it is. To really be sure what an individual's BAL is, the exact alcohol content of the beer he or she has drunk, his or her exact weight and the time period over which beer has been consumed, needs to be known.

Also, irrespective of BAL, alcohol can affect different people differently, depending on their size, weight, gender, genetic makeup, whether they have had food while drinking, among other factors.

### What is responsible alcohol consumption?

It should be clear that there is no one definition of what constitutes 'responsible' or 'moderate' drinking. For example, in the U.S., the most recent Dietary Guidelines of the U.S. Departments of Health & Human Services and Agriculture suggest drinking no more than two standard servings a day for men and one for women. In the U. K., the Government's Sensible Drinking Message suggests that U.K. men drink a maximum of three to four units of alcohol a day and women two to three. What these and other 'standard' limits or guidelines fail to take into consideration is the individual drinker's physical condition or emotional state. For instance, a single drink could have a profound affect on a small and/or emotionally unstable person.

We don't think it's a good idea to try and define 'responsible' drinking solely in terms of units of alcohol consumed. We believe there's only one sure-fire rule that applies to all consumers – male or female, large or small. That is to always drink *in moderation*, at the *right time*, in the *right place* and for the *right reasons*. And that rules out ever drinking and driving.

HEINEKEN is including a message on all HEINEKEN brand bottles and cans worldwide which invites consumers to visit a newly developed Heineken responsible consumption website: [www.enjoyheinekenresponsibly.com](http://www.enjoyheinekenresponsibly.com), which addresses what alcohol is, how it can affect the body and how 'responsible' or 'moderate' drinking is defined.

# Appendix 3

## Commercial Communication Code

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### Scope

For the purposes of this code, 'commercial communications' are defined as 'all brand advertising and marketing communications to consumers regardless of the medium used, such as broadcast media, internet (including our promotions on third-party websites), labelling, merchandising, packaging, print media, point-of-sale material, premiums, promotions and sponsorship'.

- ▶ non-advertising materials or statements to the media, government agencies or the public about issues of societal concern, such as the risks or benefits related to the consumption of beverages;
- ▶ educational messages about responsible drinking or the role of alcohol in society.

All our corporate and brand-related websites should request confirmation of age on the homepage by inviting visitors to actively type in their date of birth and should restrict access to the site to only those above the legal drinking age.

*Commercial communications do not include:*

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### Basic principles

- ▶ be legal, decent, honest and truthful and conform to accepted principles of fair competition and good business practice;
- ▶ be prepared with due regard for our social responsibility and based on principles of fairness and good faith;
- ▶ in no circumstances be unethical or otherwise impugn human dignity and integrity.

*Our commercial communications should:*

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### Responsible drinking

- ▶ encourage excessive or irresponsible consumption or present abstinence or moderation in a negative light;
- ▶ suggest any association with anti-social behaviour;
- ▶ suggest any association with illegal drugs or the drug culture.

*Our commercial communication should not:*

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### Minors

- ▶ not be targeted at minors (under the legal drinking age or <LDA) or show minors drinking beer;
- ▶ not promote our brands via media, events or programmes where minors are known to make up the majority of the audience. We should only promote our brands in media, events or programmes where it is reasonably anticipated that adults over the legal drinking age will make up at least 70% of the audience;
- ▶ use people who are at least 25 and who act and look their age.

*Our commercial communications must:*

# Appendix 3

⑤

*Our commercial communications should not:*

## Driving

- ▶ depict or encourage consumption of alcohol in the context of driving;
- ▶ relate to events connected with motor vehicles, including advertising hoardings at motor racing circuits.

⑥

*Our commercial communications should not:*

## Performance and workplace

- ▶ create the impression that consumption of alcohol enhances mental or physical ability or performance;
- ▶ link consumption of our products with the workplace.

⑦

*Our commercial communications should not:*

## Violence and danger

- ▶ suggest any association with violent, aggressive, dangerous or anti-social behaviour;
- ▶ link consumption of our products with the operation of potentially dangerous machinery or potentially dangerous activities.

We will not sponsor events which are associated with violence and/or aggression and/or which may endanger third parties.

⑧

*Our commercial communications should not:*

## Health aspects and alcohol content

- ▶ associate any of our products with the prevention, treatment or cure of a human disease or suggest that they possess such properties;
- ▶ claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
- ▶ create any confusion as to the strength of brands or their alcohol content;
- ▶ represent a high alcohol content as a positive attribute of beverages;
- ▶ associate alcohol with pregnancy.

⑨

*Our commercial communications should not:*

## Social and sexual success

- ▶ create the impression that the consumption of alcohol contributes to or is a prerequisite of social or sexual success;
- ▶ suggest any association with sexual success or enhanced sexual performance;
- ▶ offend against generally prevailing standards of taste and decency.

# Appendix 3

10

## Sports

Our commercial communications should not create the impression that the consumption of alcohol enhances athletic performance.

*We do not:*

- ▶ sponsor individuals or teams;
- ▶ sponsor look-alikes of individuals or teams.

*We may:*

- ▶ sponsor events like the Champions League and the Olympic Games.

*We do not:*

- ▶ use current sports professionals, as an active media, to promote the brand directly in any form of commercial communication.

*We can:*

- ▶ use current and former sports professionals, as an active media, to promote sporting events themselves that are sponsored by HEINEKEN.

11

## Free samples

*Distribution of free samples is subject to the following rules:*

- ▶ free samples may not be offered to minors;
- ▶ free samples may not be offered in public places (such as streets and supermarkets);
- ▶ free beer may only be provided in hospitality areas.