



IARD
INTERNATIONAL ALLIANCE FOR
RESPONSIBLE DRINKING

Actions to accelerate reductions in underage drinking

We, the members of the International Alliance for Responsible Drinking, today announce a new set of clear and direct actions aimed at accelerating efforts toward eliminating underage drinking.

These steps are an initial response to the challenges made to our sector in the 2018 United Nations Political Declaration on noncommunicable diseases. We want to raise standards across our sector and will continue to use our regular and productive dialogue with the World Health Organization to better understand what more we can do - including building on government regulation to establish co-regulatory frameworks - to further reduce the harmful use of alcohol.

We oppose any consumption of alcohol by minors. Our beer, wine, and spirits should only be consumed by adults of legal drinking age who choose to drink, and we do not produce or market alcohol products that have primary appeal to minors. We fully support regulation to set legal purchase and drinking ages. We have been working with communities to reduce underage drinking for many years, and we proactively support enforcement of regulation according to national and cultural context.

Underage drinking is declining in many countries worldwide. However, this trend is not universal, and it is critical that we do more. Today, we are accelerating action and call on all parts of society to act.

We call on other producers to join us. We call on retailers to work with us to do more to prevent minors from buying alcohol. And, we call on parents and other adults to support us by not buying or sharing alcohol with minors, even if they do this with good intentions. Together, we must ensure everyone enforces the message that underage drinking is socially unacceptable.

OUR ACTIONS

1. We will introduce a clear age-restriction symbol or equivalent words on all of our alcohol brand products – including alcohol-free extensions of alcohol brands – sending a clear message to all communities that our beer, wine, and spirits should not be bought or consumed by minors. We will start to roll this out immediately, where legally permissible, with compliance across all markets by 2024.
2. We do not want minors to drink alcohol. We do not, and will not, market alcohol-free extensions of alcohol brands to minors.
3. The digital sphere is the arena where our consumers increasingly want to engage with us. We will do more to build on the progress we have made, working with leading digital platforms, to implement rigorous online safeguards in our ongoing efforts to prevent minors from seeing or interacting with our brands online. Safeguards will be in place for at least 95% of our online alcohol marketing by 2024, with an objective to reach complete compliance at the earliest opportunity.
4. We will invite retailers, wholesalers, and distributors to intensify their work with us to determine how best-practice initiatives relating to age verification can be implemented globally, while taking account of local differences.
5. Recognizing the growing role of online retail, we will specifically invite online retailers, postal services, and delivery companies to join us in developing global standards for the online sale and delivery of alcohol, where such sales are legal.

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