

New Global Coalition: 80 leading companies unite to reduce harmful drinking

- Leading retailers, business organizations, e-commerce and digital platforms, and advertising associations are joining forces to further accelerate reductions in harmful use of alcohol, forming the groundbreaking Global Standards Coalition.
- This unprecedented collaboration includes industry leaders such as Walmart, SPAR International, Meta, and Uber Eats, alongside the members of the International Alliance for Responsible Drinking (IARD)* – the leading global beer, wine, and spirits producers.
- Signatories are putting in place policies and practices to prevent the sale and marketing of alcohol to those underage, are supporting employees and partners with resources, and are working together to further reduce harmful drinking.

The Global Standards Coalition¹, led by IARD, aims to create a positive movement that globally drives initiatives to help reduce harmful drinking and promote moderation among those who choose to drink.

The coalition will focus on proactive measures to:

- Further prevent sales to those underage or intoxicated
- Curb marketing and advertising to those underage
- Provide training and guidance that empowers staff to deny sale, service, and delivery of alcohol where necessary
- Respect the choices of those who choose not to drink alcohol
- Elevate industry standards to reduce the harmful use of alcohol

Dolf van den Brink, CEO Chair of the International Alliance for Responsible Drinking and CEO of Heineken NV, said: “Even though our individual companies are different, we share the same values and are united in our mission to reduce harmful drinking and promote a culture of moderation among those who choose to drink.

“This is not just the right thing to do, but we believe it is also key for the future of our industry.”

Henry Ashworth, CEO and President, IARD, said: “We are proud to be leading this initiative and it will be pivotal in driving change in society through public and private partnership as part of a whole-of-society approach.

“We invite others to join us in this global initiative to reduce harmful drinking. By harnessing our resources alongside those of policy makers, regulators, healthcare professionals, and societal leaders, we can accelerate positive downwards trends in underage drinking.”

ENDS

Notes to editors:

*IARD members are - AB InBev; Asahi; Bacardi Limited; Beam Suntory; Brown-Forman; Carlsberg Group; Diageo; Heineken; Kirin; Moët Hennessy; Molson Coors; Pernod Ricard; William Grant & Sons; The Coca-Cola Company (Associate member)

¹Global Standard Coalition signatories include: IARD members; Coles Liquor; Endeavour Group; Grupo Pão de Açúcar; Modeloramas; OXXO; Rede Condor; Retail Alcohol Standards Group UK;

Retail Drinks Australia; Savegnago Supermercados; SindRio; SPAR International; SuperBH; Walmart; Choco; Deliveroo; Flink; Glovo; JD.com; Jumia; JustEat Takeaway.com; Mercado Libre; MiniBar; Reserve Bar; Rappi; TaDa; Tipple; Uber Eats; Waysia; Whiskey Exchange; Meta; Snap; Dentsu; Hogarth; McCann; MHP; Publicis Groupe; Dutch Hospitality Association; JUBAM Bartender Council; UK Hospitality https; International Chamber of Commerce; World Federation of Advertising; The Alliance of Beverage Licensees; Coca-Cola Europacific Partners; Coca-Cola HBC; Breeders' Cup; International Cricket Council https; Sports consultancy; ANFO Norwegian Advertisers; APAN; Cámara argentina de anunciantes; Association of Swiss Advertisers; Association of New Zealand Advertisers; Brazilian Association of Advertisers; Association of Advertisers in the Netherlands; Czech Association for Branded Products https; Federation of European Data and Marketing; Hellenic Advertisers Association; ISBA; Japan Advertisers Association; Marketing Association of South Africa; Marketing Finland; Members of The Swedish Association of Advertisers; Union des marques.

Supporters of the statement: Communications and Multimedia Content Forum of Malaysia; Conselho Nacional de Autorregulamentação Publicitária; European Advertising Standards Alliance; International Council for Ad Self-Regulation, Jury voor Ethische Praktijken inzake reclame / Jury d'Ethique Publicitaire, Önszabályozó Reklám Testület, Advertising Self-Regulation Council.

Contact

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About IARD

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to reducing harmful drinking and promoting understanding of responsible drinking. We are supported by the leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking. To advance this shared mission, IARD works and partners with public sector, civil society, and private stakeholders. www.iard.org