

## **Raising Global Responsibility Standards: Over 100 leading companies unite to reduce harmful drinking**

- Includes Walmart, SPAR International, Google, Meta, DoorDash, Rappi, UberEats, the International Chamber of Commerce, and Duty Free World Council, alongside the members of the International Alliance for Responsible Drinking (IARD)\* – the leading global beer, wine, and spirits producers
- *New Standards in Action* report, showcasing how industry leaders are driving innovative solutions to tackle harmful drinking globally

Leading retailers, e-commerce platforms, marketing and advertising agencies, sports bodies, travel retail and hospitality sectors, self-regulatory organizations, digital platforms, have joined forces to further accelerate reductions in harmful use of alcohol, as members of IARD's groundbreaking Global Standards Coalition.

This worldwide alliance has grown to over 100 members, building on the success of its launch in 2023. New signatories include DoorDash, Google, TikTok, Pinterest and the Duty Free World Council.

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 Coalition, led by IARD, aims to create a positive movement that drives global initiatives focusing on proactive measures to:

- Further prevent sales to those underage or intoxicated
- Prevent 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

Work to tackle harmful drinking has been bolstered by pioneering industry initiatives, according to a new report, titled [\*Standards in Action\*](#), released today by IARD.

The report showcases the extensive global efforts of leaders across the beer, wine, and spirits sectors – such as developing innovative safeguards and digital-first tools to prevent underage drinking and ensure responsible marketing. The report also details proactive public and private sector collaboration, aimed to stop harmful drinking through a whole-of-society approach.

### **Alexandre Ricard, CEO of Pernod Ricard and IARD's Chairman of the Board, said:**

“The scale of this coalition is unprecedented – across tech, retail, and our industry – the largest players have come together to tackle harmful drinking.

The 100 members have made significant progress in establishing safeguards and raising standards. However, we know work remains to be done to deliver on our shared goal of reducing harmful drinking.”

**Gavin Hattersley, Global CEO of Molson Coors and IARD’s Vice-Chair, said:**

“Though we come from different sectors, markets, and tiers of business, we share a common purpose: reducing harmful drinking and fostering a culture of moderation among adults who choose to drink. We are proud to play our part in this groundbreaking coalition, and to help support industry-wide efforts to raise standards and drive positive change.”

**Julian Braithwaite, CEO and President, IARD, said:**

“We are proud to be leading the Global Standards Coalition and celebrate the historic milestone of 100 members.

Together we are implementing practical measures with tangible impact. This is the UN’s whole-of-society approach in action.

Through expanding our partnerships we can accelerate success. We invite you to join us in our efforts to reduce trends in harmful drinking. Leveraging the resources, skills, and reach of our respective organizations at a national, regional, and global level, we can help deliver positive societal change.

The GSC 100 marks a crucial step in our collective journey, and the [\*Standards in Action\*](#) report details the strides already made by industry leaders. Together we will keep moving forward and sustain momentum towards improved health outcomes globally.”

**ENDS**

**Notes to editors:**

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

**Global Standards 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; Dutch Food Retail Association; Choco; DoorDash; Deliveroo; Didi Food; Flink; Glovo; JD.com; Jumia; JustEat Takeaway.com; Mercado Libre; MiniBar; Reserve Bar; Rappi; TaDa; Tipple; Uber Eats; Waysia; Whiskey Exchange; Ze Delivery; Google; Meta; Pinterest; Snap; TikTok; X; Dentsu; Hakuhodo; Hogarth; McCann; MHP; Publicis Groupe; Red Flag; WPP; Dutch Hospitality Association; JUBAM Bartender Council; Hospitality New Zealand; UK Hospitality; Hotel Association of New York City; 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; Sports consultancy; Adelaide Oval; ADVAN Advertisers' Association of Nigeria; 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; 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; OWM Organisation Werbungtreibende im Markenverband; Polska Organizacja Reklamodawców; Union des marques; Duty Free World Council; European Travel Retail Confederation; Landelijke Kamer van Verenigingen; Advertising Regulatory Board South Africa; 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; Önszabályozó Reklám Testület; SEE / ΣΕΕ – Advertising Self-Regulation Council

**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; [IARD's Partnership Council](#)

**Contact**

For more information, please contact Rodrigo de Casas: [rdecasas@iard.org](mailto:rdecasas@iard.org) / +44 (0)7300 036034

**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](http://www.iard.org)