

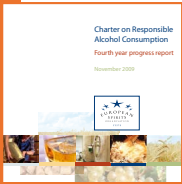


# SPIRITS INDUSTRY CONTRIBUTION to the EU strategy on alcohol-related harm

2006-2010

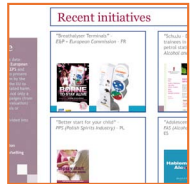


# PROMOTING responsible drinking



The **Charter on Responsible Alcohol Consumption** is the umbrella commitment of the European Spirits Industry to the EU Alcohol Strategy. The Charter outlines the commitments that we have undertaken in the following areas; Responsible Drinking Messages, Codes of Conduct on the Marketing of Spirits Drinks, Product Development, Underage Drinking, Drinking and Driving and Education. It was signed in 2005 by all the CEPS members and runs until the end of 2010. The Charter and our progress are subject to an annual independently verified audit. The final report, as well as the next steps for the Charter, will be published in November 2010.

**[www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)** is a **public database** presenting the initiatives and programmes undertaken by the spirits industry across the EU to help reduce alcohol-related harm. The database provides a comprehensive description of the campaigns themselves and provides links to available multimedia and supporting documents.



**[www.responsibledrinking.eu](http://www.responsibledrinking.eu)** is the **EU portal** which provides a gateway to all the existing **national consumer information** websites on responsible drinking. Each website is available in the national language and addresses issues of relevance to local consumers.

"**Don't reinvent the wheel**" is a brochure that outlines a range of materials available to all stakeholders when implementing measured and evaluated national prevention programmes. These include materials on drink-driving, young people, consumer information, support for parents on how to approach the issue with their children and training on the responsible service of alcohol.







**The European Spirits Organisation – CEPS** is the representative body for the spirits industry at the European level. Its membership comprises 31 national associations representing the industry in 27 countries, as well as a group of leading spirits producing companies.



**The European Forum for Responsible Drinking – EFRD** is an alliance of Europe's leading spirits companies whose aim is to drive the industry's commitment to promote responsible drinking in the EU and encourage industry to adopt responsible self-regulatory standards for commercial communications. EFRD member companies include: Bacardi-Martini; Beam Global Spirits & Wine; Brown-Forman; Diageo; Moët-Hennessy; Pernod Ricard.

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