



BE AN AMBASSADOR FOR RESPONSIBLE CONSUMPTION



As one of the world's leading brewers, we don't just want to brew responsibly – we want people to drink responsibly too. We're committed to making moderation cool, addressing the harmful use of alcohol and giving consumers a choice with our growing 0.0 portfolio.

Always. Everywhere.

- **Be an ambassador for responsible consumption.** This means setting the right example by enjoying responsibly and encouraging others to do the same. Select the right beverage for the right occasion – be that with or without alcohol.
- **Be a responsible consumer.** If you choose to drink alcohol, always do so in moderation and make sure you behave responsibly. Consuming alcohol (even a moderate amount) may have an impact on your behaviour, judgment and coordination. Be aware of that, including at after-work drinks and other work related social events where alcohol is served. Alcohol is never an excuse for behaving irresponsibly or inappropriately towards a colleague, for example, and you may face disciplinary action if you do. Use common sense and be mindful of your and our Company's reputation.
- **Avoid alcohol consumption during working hours.** If you drive a vehicle (such as a forklift or truck), operate moving machinery or work with dangerous equipment or substances, you're never allowed to drink alcohol or to be under the influence of alcohol during working hours. Alcohol consumption may impair your ability to do your job safely and may put you and others at risk. In some roles and functions limited consumption of alcoholic beverages is allowed - for example product testing and tasting, hosting guests in a representative capacity or visiting customers as a (sales) representative. If you drink alcohol during working hours, do so responsibly and ensure that your judgment, health, safety and performance are never impaired by alcohol.
- **When you drive, never drink.** If you'll be driving a vehicle at any time, you're strongly encouraged not to consume any alcohol, even if it's allowed under applicable laws. There are two simple ways to avoid drinking and driving:
 - Take alternative transport
 - Drink alcohol-free beverages. With our 0.0 portfolio, you always have a choice! In any case, always abide by local drink-driving limits, which vary per country.
- **Follow the Responsible Marketing Code.** It helps everyone involved in marketing and selling our products to ensure we don't expose our brands to minors and we don't contribute to excessive alcohol consumption or misuse.

This could happen...

I'm at a social event with colleagues. I prefer to abstain from alcohol but everyone else is having alcoholic beers.

You might think...

I'll just order what everyone else is drinking. I don't want them to think I'm dull, or start asking if I'm pregnant...

But in fact...

The choice whether or not to drink alcohol is yours! And we expect everyone to be respectful of others' choices. Always. Everywhere. If you feel excluded when choosing not to drink, speak up. Openly address it with your team or talk to a trusted colleague.



THIRSTY FOR MORE?

[Responsible Consumption Guide](#)

[Responsible Marketing Code](#)

[Tips for drinking responsibly and cutting down](#)

Keep learning

[Enjoy Responsibly e-learning for employees and managers](#)

Have questions?

Just ask! Reach out to a colleague from your local People team or contact Global Health & Safety. They can also tell you more about our Employee Assistance Programmes to support employees for whom responsible consumption is a challenge.

Have concerns?

[Speak Up!](#)

