



Consumer  
Communication  
2010

# About SABMiller

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## Our Core Principles

1. Our beer adds to the enjoyment of life for the overwhelming majority of our consumers.
2. We care about the harmful effects of irresponsible consumption.
3. Alcoholic drinks are for adults, and consumption is a matter of individual judgement and accountability.
4. Information provided to consumers about alcohol consumption should be accurate and balanced.
5. We engage stakeholders and work with them to address irresponsible consumption.
6. We expect our employees to aspire to high levels of conduct in relation to alcohol.

SABMiller is the world's second largest brewer, with brewing interests or distribution agreements in over 60 countries across six continents. The group's brands include premium international beers such as Grolsch, Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, as well as an exceptional range of market-leading local brands.

SABMiller is an important player in the EU, with operations in Slovakia, Poland, the Czech Republic, Hungary, Romania, Spain, Italy, the Netherlands and the UK.

SABMiller is heavily involved at the EU level through its commitments made in the framework of the EU Alcohol and Health Forum.

Full company details are available at [www.sabmiller.com](http://www.sabmiller.com)

# SABMiller and Consumer Communication

SABMiller strongly believes that drinking alcohol is a matter of personal choice and individual accountability for adults, however we also believe that people should receive accurate and balanced information to help them make that choice.

That's why, in 2008, we launched [www.talkingalcohol.com](http://www.talkingalcohol.com) – the first website of its kind launched internationally by a major drinks company. It has an interactive section called 'Alcohol and your body' to show how alcohol is processed and absorbed, information on alcohol in social contexts, the advice and views of public health experts and links to other websites. It also gives details about the alcohol content, cereal grains and carbohydrates found in over 100's of our beers around the world.

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**talking alcohol.com**  
encouraging people to make informed choices about alcohol  
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*having a night out*  
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talkingalcohol.com homepage.

The site is available in nine language versions (Czech, Dutch, English, Hungarian, Italian, Polish, Romanian, Russian and Spanish), several of them with local features and content. Between July 2008 and December 2009 the number of visits increased from just over 4,000 to nearly 20,000 (not counted yet the Dutch and Romanian website). Then, between January and August 2010 it received a total 99,000 visits from 92,000 unique visitors:

	Visits*	Unique visitors
www.talkingalcohol.com	56,320	52,429
Czech Republic	23,980	22,624
Poland	15,545	14,713
Spain	13,255	12,590
Russia	7,906	7,245
Italy	4,674	4,447
Hungary	33,702	30,415

\* On average, visitors spend five minutes on the site and view five pages.

SABMiller has also made a commitment that by December 2011 we will put responsible drinking messages on the packaging labels of our products, and in our marketing materials, in countries where this is not already mandated by law or has not been introduced voluntarily by the drinks industry.



Examples of responsible drinking messages.

This will mean responsible drinking messages appearing online, on TV and radio and in print advertisements, as well as on all our primary packaging labels. Our teams in each country will make sure that our messages are consistent while taking account of national differences.

# SABMiller Consumer Communication Commitments in Europe

Responsible-drinking messages on labels and online are just two elements of SABMiller's consumer communication strategy. In 2007 we became a founding member of the EU Alcohol and Health Forum, which brings together companies, NGOs, experts and public institutions to take action against irresponsible drinking. Since then, we have undertaken 14 action and communication initiatives around Europe, including the following three projects during 2010:

- In June we joined forces with the Slovak Ministry of Transport and Prima, a Slovakian NGO, to raise awareness of an SMS application called Pro Mole. This enables mobile phone users to get information about their blood alcohol content and to estimate how long it should take to reach zero. It is promoted on Prima's website and on posters and postcards in partner restaurants and bars.
- In September our Italian subsidiary, Birra Peroni, set up an online discussion forum for students. As well as providing information on the effects of alcohol on the body, the forum will gather information about student attitudes towards alcohol-related issues. A key aspect is to promote debate, and to help achieve this the forum will be moderated by three students from LUMSA University in Rome.
- In October our Romanian subsidiary, Ursus Breweries, launched a website and campaign targeted at young adults, called 'Find Your Balance!'. With support from celebrities and academics it will deliver educational messages through online debates and live events, and will address some of the myths about the effects of alcohol abuse.



The current Slovakian 'drink drive' campaign.

# Moving forward

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For many people, the internet is an increasingly important source of information about alcohol-related issues. For example, a recent survey in Romania showed that more than 50% of people actively looking for such information sought and received it online.

Organisations should take account of this growing preference of many people – often using mobile technology – to search for information online. But they must also put in place rules to safeguard the consistency and integrity of public health information and to remove inappropriate content, without giving an impression of censorship. Promoting websites is, of course, essential, and messages on labels and packaging are useful tools in doing so.

The most effective websites are regularly updated and invite people to engage in discussion – and they tend to receive more visitors as soon as this happens. Also, when it comes to sensitive issues like alcohol, promoting online discussion is usually a more effective means of communication than preaching and broadcasting, and can have a positive social impact. For example, online discussions tend to show that most consumers disapprove of alcohol abuse and regard responsible drinking as important.

That said, younger consumers must be encouraged to talk not just to their peers but also to their parents, teachers and doctors. So organisations should take a holistic approach and communicate using a range of online and off-line channels.

Further details are available  
at [www.sabmiller.com](http://www.sabmiller.com)