

Charter on Responsible Alcohol Consumption

Fourth year progress report

November 2009







ABOUT THIS REPORT...

This is the fourth edition of the European Spirits Organisation – CEPS report on the progress made in implementing the commitments included in its Charter on Responsible Alcohol Consumption adopted in November 2005. Following on from the previous reports¹, the objective of this fourth report is to inform all interested parties of the progress made by the European spirits industry over the past twelve months in implementing the industry's commitments on social responsibility.

The report includes information gathered from August 2008 up until the end of July 2009. The information contained in the report is provided by member associations of the European Spirits Organisation – CEPS, Social Aspects Organisations (SAOs) and individual spirits producers. It also refers to other sources that are referenced throughout.

As in previous reports, the fourth report focuses on the main progress across Europe for each of the six Charter commitments and uses national case studies to illustrate good industry practice.

The information contained in the report has received independent assurance from KPMG Sustainability. Their assurance report can be found on page 27.

¹ The first, second and third CEPS Charter progress reports can be found at <http://www.europeanspirits.org>



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Foreword by the President



In the current economic context there was always going to be a concern that the resolve of the members of the European Spirits Organisation – CEPS to live up to the commitments of our 2005 Charter on Responsible Alcohol Consumption, might be undermined. With some spirits companies struggling to survive through these challenging economic times, there is always a fear that actions aimed at reducing alcohol misuse will slip down or even fall off the priority list.

My participation in the CEPS seminar on Charter implementation in June in Sofia, demonstrated to me that this resolve to live up to our commitments is still very much alive. The efforts of our German association to establish a consumer information website and associated responsible drinking message (RDM), of our Spanish association to monitor and check every Spanish spirits advertisement's RDM, of our UK associations' efforts to strengthen even further their self-regulatory system and of some of our Bulgarian members to get a self-regulatory organisation established, proved to me that progress is being made in all corners of the EU. This report demonstrates that these are but some examples of the important steps towards full Charter implementation which have been made over the past twelve months.

Much of this progress would not have been possible without the ongoing financial support offered to CEPS members by the European Forum for Responsible Drinking (EFRD), and the considerable time and effort the CEPS secretariat continues to put into sharing best practice and supporting our national association and company members in their efforts.

But this is no time for complacency. As this report clearly shows there is still some way to go if the EU spirits industry is to live up to the ambitious goals it has set itself, and if it is to achieve full Charter implementation by the end 2010 deadline. That deadline draws ever closer and I urge all CEPS members to redouble their efforts during the next 12 months in order to fill the remaining gaps.

The publication date of this report coincides with the end of my two year term as President of CEPS. Whether CEPS can achieve full Charter implementation by the end of next year remains to be seen. Nevertheless, as I pass on the reins to my successor, I would like to state how proud I am of what has already been achieved. When we compare the level of commitment of the spirits industry to trying to reduce alcohol related harm today, to the situation when this journey began in 2005, the value of adopting the CEPS Charter and its subsequent roll-out is beyond question. I wish CEPS every success in completing this journey and will continue to contribute what little I and my company can to making sure that happens.

Brussels, November 2009

Guy Tapernoux
President



The European Spirits Organisation – CEPS

The European Spirits Organisation - CEPS is the voice of the European spirits industry and, as such, represents a group of major producers within the EU. Its membership comprises 31 national member associations representing the spirits industry in 27 countries, as well as a group of the leading international spirits producing companies.

THE OBJECTIVES...

The mission and core objectives of the European Spirits Organisation – CEPS are:

- To promote the responsible consumption of alcoholic beverages;
- To secure appropriate EU legislative conditions for the sustainable production, marketing, distribution and sale of spirits within the EU;
- To secure non-discriminatory treatment of spirits in comparison to other alcoholic beverages;
- To secure free and fair access for EU spirits in third country markets;
- To increase awareness of the EU spirits industry and its vital economic role.

THE STRUCTURE...

› General Assembly:

The main decision-making body which endorses the organisation's annual Strategic Plan. The General Assembly consists of all member associations of the organisation with each full member being represented by one or more permanent delegates, who may also be assisted by one or more experts.

› Council:

The main managerial arm of the organisation, overseeing implementation of the Strategic Plan. It consists of one representative per member country as well as one member representative for the body of member companies.

› Standing Committees:

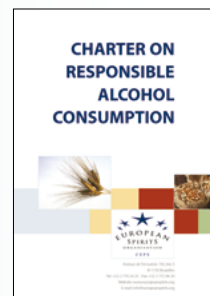
There are four issue-focused Standing Committees, including the Standing Committee on Alcohol and Society which is responsible for the day to day implementation of the CEPS Charter on Responsible Alcohol Consumption.



Executive Summary

When it adopted the Charter on Responsible Alcohol Consumption in 2005, the European Spirits Organisation committed to report annually on the progress of implementation of the Charter. This report constitutes the fourth edition of this review.

Four years after the adoption of the CEPS Charter, implementation has continued in the 24² EU Member States where CEPS has a national member association. Of these 24 markets, 21 have some form of spirits industry backed responsibility initiative. Progress varies from market to market, and despite the difficult economic context, the spirits industry continues to demonstrate its commitment to implement the Charter. Over the past twelve months new initiatives have been developed and decisions were taken to reach the objectives set for 2010. Nevertheless, the remaining challenges will require further efforts from national associations and spirits producing companies.



To help implementation of the Charter, the CEPS Secretariat in cooperation with the European Forum for Responsible Drinking (EFRD) has continued to be active over the past twelve months in providing support to national member associations and Social Aspects Organisations (SAOs) across Europe. During bilateral market visits or workshops, the CEPS Secretariat has worked with members to better understand the challenges they are facing locally, to assess the status on implementation of the Charter in their markets and to identify future actions to implement the Charter. This support has also taken the form of material assistance, such as template guides, platforms to exchange best practices information and ongoing bilateral support on programmes. In addition, the EFRD kick-start funding has continued to help CEPS members and national SAOs to develop new initiatives. At national and local level, large spirits producing companies have also invested in many activities individually, but also invest in national associations and SAOs, to support the spirits industry commitments as set out in the Charter.

The first commitment requires that 75% of advertising include a Responsible Drinking Message by 2010. There are 10 countries where this target has been achieved. In a further 10 Member States, Responsible Drinking Messages are applied on a voluntary basis by some brands, but do not reach the target. In the remaining four countries, advertising is either heavily restricted or health warning on advertising are required by law. In 2009, members of the German spirits association (BSI) agreed to include a RDM on all commercial communications. Thanks to the EASA monitoring report, the information on coverage of RDM is now available. That report demonstrates that 71% of advertising in 19 countries now contains an RDM.

Regarding the second commitment on codes of conduct on marketing of spirit drinks, these exist in the majority of EU countries, with the exception of countries where advertising is banned or heavily regulated, rendering the commitment irrelevant (such as in Finland). In 16 markets codes exist and are now largely aligned with the EFRD Common Standards. In 10 of these markets only relatively minor changes are necessary to enable them to implement fully the commitment, most notably the most recent provisions of the Common Standards (the 70/30 rule and the age of models depicted in alcohol adverts). In 7 other markets, there is either no system at all or a very limited coverage of the code. The Swedish Spirits and Wine Suppliers (SSWS) agreed in December 2008 to include the 70/30 rule in their code, which is now fully aligned with the EFRD Common Standards. In Germany, members of BSI agreed to only use models aged 25 years or more in their adverts. In Scotland, the Scotch Whisky Association (SWA) published a revised edition of its code of conduct, whose requirements, which are fully compliant with CEPS commitment, have been extended EU wide.

When new products are launched on the market, CEPS members have committed to ensure that these are marketed responsibly according to the same high standards as existing products

² Cyprus, Lithuania and Slovenia are not members of the European Spirits Organisation – CEPS.



and that irresponsible products can be removed from the market. For this commitment to be implemented, there are various systems in place, such as the retailer alert system in the UK as well as other informal systems. Moreover, many of the codes also cover provisions on naming, labelling and packaging. In Germany, members of BSI decided in 2008 to make these rules explicit in their internal regulation.

Initiatives to discourage underage consumption can take various forms as is reflected in the report on the fourth commitment. In 15 out of 24 countries, campaigns are in place with spirits industry involvement. Server training initiatives are in place in many markets, at national, or piloted at local level, as well as initiatives to raise awareness of the legal purchasing age. The success of these initiatives will also depend considerably on the cooperation with the retail and hospitality sectors. Nevertheless it is of concern that no initiatives exist in 9 remaining countries.

The industry's longstanding involvement in drink-driving programmes has remained significant over the past twelve months. However, four countries are still not participating in drink-driving activities.

Finally, 17 countries have initiatives in place as regards to the sixth commitment on education. The challenge remains to extend these good industry examples to other markets. Since 2008, consumer information websites have been launched in an increasing number of markets, for example recently in Austria, Poland, Portugal and Germany. To support these initiatives CEPS and EFRD launched an EU portal website www.responsibledrinking.eu in November 2008, through which consumers are able to access their national website. To complete this general information, the industry is also developing targeted campaigns for 'at risk' groups: for example, new initiatives for students in Ireland, for pregnant women in Belgium, Germany and Poland and for workers/employees in Germany.

It is clear from the above that the number of activities as regards commitments on underage, drink driving and education have increased in a number of markets over the past twelve months. Looking towards the year ahead, CEPS will encourage its members to focus their actions on the commitments regarding Responsible Drinking Messages and the adoption of Codes of conduct on marketing of spirit drinks, where these have not been achieved.

The commitment from major companies to include RDMs on all their advertising in Europe has resulted in good progress but CEPS must also seek to ensure that RDMs are more widely implemented where the 75% target has not yet been met.

The existence of codes up to the level of the Common Standards is of key importance to demonstrate industry's commitments against irresponsible marketing. Efforts will notably focus on the implementation of the 70/30 rule on audience thresholds and the minimum age of models of 25 years old, as well as the introduction of codes where they still do not exist.

The CEPS Secretariat, together with international producers active in these markets, will pay bilateral visits to all countries which are still lagging behind in order to agree clear timelines and provide the necessary assistance to achieve the targets set.



Activities of the Organisation to support Member Associations

In the process of discussing the implementation of the CEPS Charter with member associations, it became apparent that some extra support, whether in financial terms or practical assistance, would be necessary to help members to implement the Charter commitments in their respective markets.

As in previous years, this support was based on exchange of best practices examples among members and financial support from the European Forum for Responsible Drinking (EFRD)³ and its members.

› Charter Implementation Seminar – June 2009 (Sofia, Bulgaria)

On 15 June 2009, CEPS held a seminar on Charter implementation, in the margin of the CEPS General Assembly in Sofia. The seminar was attended by CEPS members and company representatives. The objectives of the June seminar were to help CEPS members to identify national actions needed to implement the Charter commitments on Responsible Drinking Messages and Responsible Marketing. These two issues, notably responsible marketing, have been identified as key priority issues during discussions in the context of the European Alcohol and Health Forum. To launch the discussion, the seminar used exchange of best practices examples, with presentations made by representatives of Bulgaria, Germany, Spain and the UK. This helped to demonstrate that progress is being made in all types of markets, whatever their structure or level of development.

› EFRD Funding for responsible drinking programmes

Started in March 2007, the EFRD kick-start funding mechanism has supported over the past years the development of social responsibility programmes in various EU markets. The financial assistance is granted over a two-year period. Some of the results for the 2008 support are highlighted in this report. In 2009, EFRD provided funding to France (“Entreprise & Prévention”), the Czech Republic (“Forum PSR”), Poland (“Polish Spirits Association”) and Spain (“Fundación Alcohol y Sociedad”).



› National visits

As in previous years the CEPS Secretariat continued its visits to national associations to discuss on a bilateral basis the implementation of the Charter commitments in their respective markets. These visits have proved useful to better understand the situation in a market and to focus on the necessary actions to be taken at national level to implement the Charter. In 2009, visits took place in Bulgaria, Romania, Greece, the Czech Republic and Slovakia.

³The European Forum for Responsible Drinking (EFRD) is an alliance of leading European spirits producers supporting targeted initiatives to promote responsible drinking. For more information please see www.efrd.org





Commitment 1: Responsible Drinking Messages

All European Spirits Organisation - CEPS members agree to promote the responsible consumption of spirit drinks. By 2010, where permitted under national law, 75% of advertising (print including billboards, TV / cinema and website) undertaken by members will include responsible drinking messages. The form, content and size of the communication will be up to individual members to decide, but it must be clearly visible to consumers and it is strongly recommended that these decisions are taken in consultation with relevant national stakeholders.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

The main highlight in the 2008 report was the revision of the STIVA code in the Netherlands to include a requirement to use the responsible drinking message on all printed advertisements and websites.

The previous reports also highlighted the progress towards 75% target that has been achieved elsewhere, notably because of the decision made by the CEPS company members to include the use of RDMs in their advertising throughout Europe.



SUMMARY OF STATUS IN JULY 2009

Countries where the 75% target is achieved ⁴	Countries where RDMs exist but the 75% target has not been reached	Responsible drinking messages are of limited relevance	
		Countries where a health warning message is required by law	Countries where severe restrictions on advertising of spirit drinks are in place
Belgium Denmark ⁶ ◀ France Greece Hungary ⁶ Ireland Portugal The Netherlands ⁵ ◀ Spain United Kingdom ⁶	Austria Bulgaria Czech Republic Germany Italy Luxembourg Malta Poland Romania Slovak Republic	Estonia Latvia Sweden	Finland

⁴ The 75% target is calculated in number of advertisements.

⁵ In this report, the coloring indicates the changes compared to the previous year. Green indicates that a country has implemented the commitment; red indicates that the country is not anymore fulfilling the commitment.

⁶ Data from Denmark, Hungary and the UK shows that RDMs are used on 75% of advertising measured in terms of advertising spend. It is not yet clear whether the 75% target has been reached in terms of number of advertisements.



PROGRESS IN 2008 / 2009

In **Germany**, the member companies of BSI (the Association of German Spirits Producers and Importers) committed to include a responsible drinking message "Maßvoll genießen!" (Enjoy in moderation!) and logo on all their commercial communications. The commitment enters into force from 1 April 2009. BSI has reported that some members companies have already started to use the RDM. **See case study.**

In **Scotland**, the Scotch Whisky Association has revised its Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky (2nd edition published in February 2009). A requirement of the revised Code is to include a responsible drinking message on all advertising and print point-of-sale materials. The revised Code took effect on 1 July 2009. The geographical scope of the mandatory requirements of the Code has been extended to all of the EU.

It is important to note, that despite the heavy restrictions, in **Finland**, nearly all members of the Finnish Alcoholic Beverages Industries' Association (FABIA) include an RDM on a voluntary basis where it is permitted⁷.

Major spirit drinks producing companies in **Denmark** have all implemented their commitment to include RDMs in their advertisements. Looking at the share of advertising spend in the market by these companies, Denmark has now reached the 75% target.

In **Portugal**, further to the launch of a new consumer information website (see commitment on Education, p26), the National Association for Spirits companies (ANEBE) annexed an appendix to the code as from 1 June 2009 to allow member companies to also use the logo of the website as the RDM in their commercial communications.

Result of monitoring compliance

In December 2008, the European Advertising Standards Alliance (EASA) published its report on spirits TV and print advertising. The annual report measures compliance of alcohol advertising with European and national codes of conducts. The 2008 report included 542 TV and print ads for spirit drinks published in 19 EU countries (increased from 14 countries in 2007) from October to December 2007. The requirement to include a RDM was checked in all 19 countries. The report showed that in the 19 EU countries monitored, RDMs existed on 71% of spirits advertising.



CASE STUDY

Germany

"Maßvoll genießen!" – "Enjoy in moderation!"

As part of its commitment to provide comprehensive information on responsible consumption of alcoholic beverages to consumers, members of the German Association of Spirits Producers and Importers (BSI) agreed on a voluntary basis to use a responsible drinking message (RDM) on all their commercial communications from April 2009. To avoid inappropriate use, the logo has been registered as a trademark.

Massvoll-
geniessen.de

The message was developed by the BSI "working group on alcohol and responsibility". The logo was developed in parallel with the BSI consumer information website, which provides information about responsible drinking and the dangers of alcohol abuse as well as information about specific campaigns such as drink-driving, pregnancy, underage etc.

⁷ In Finland, direct and indirect advertising and sales promotion of alcoholic beverages of over 22% is prohibited. Products between 0.2% and 22% abv. are subject to restrictions on content and placement.





Commitment 2: Codes of Conduct on Marketing of Spirit Drinks

All European Spirits Organisation – CEPS members will ensure that no form of commercial communication about their products should encourage or condone the excessive consumption or misuse of spirit drinks, or, specifically target underage drinkers. All members fully adhere to the principles enshrined in the EFRD Common Standards on Commercial Communications.

These principles cover: Misuse; Underage drinking; Drinking and driving; Hazardous activities, Workplace and recreation; Health aspects; Pregnancy; Alcohol content; Performance; Social success and Sexual success.

All national codes of conduct in all EU Member States should incorporate, as a minimum, the principles laid down in these Common Standards by 2010, taking into account the specificities of existing self-regulation mechanisms. Whilst enforcement of national codes can only be down to national law and practice, systems must exist at the national level to ensure compliance amongst members. Members should also play a role in establishing national systems whereby irresponsible behaviour by non member spirits producers can be condemned or limited.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

As the previous reports demonstrated, codes of conduct on marketing of alcoholic beverages, or specifically on spirit drinks, are well established in many, but not all, EU markets. Situations vary from country to country in terms of the extent to which these codes cover all the provisions of the EFRD Common Standards as updated in 2005.

Last year's report highlighted progress made in Spain, where the code of the Spanish Association (FEBE) is now fully in line with the EFRD Common Standards provisions. The report also noted the adoption of a code of ethics in Estonia, which contains basic provisions. Finally, the Hungarian Spirits Association decided to adhere to the national self-regulatory code.

The report also stressed the importance of the enforcement element, through reinforced links in Poland and Hungary with the local self-regulatory organisation (SRO). The report also highlighted some training activities that are provided to ensure proper interpretation of the codes.



SUMMARY OF STATUS IN JULY 2009

Countries where national codes of conduct are aligned with the EFRD Common Standards on Commercial Communications	Countries with a limited code or no code in place	Countries with severe advertising restrictions in place
Belgium ⁸ Czech Republic Denmark ⁸ France ⁸ Germany ⁸ Greece ⁸ Hungary ⁸ Ireland Italy ⁸ Latvia ⁸ Poland ⁸ Portugal ⁸ Spain Sweden  The Netherlands United Kingdom	Austria Bulgaria Estonia Luxembourg Malta Romania Slovak Republic	Finland



PROGRESS IN 2008 / 2009

Content

In **Sweden**, the Swedish Spirits and Wine Suppliers (SSWS) agreed in December 2008 to include the 70/30 rule in their SSWS code. The SSWS code is now fully aligned with the EFRD common standards⁹.

In February 2009, the **German** spirits industry (BSI) adopted the second edition of their basic conditions for responsible marketing and distribution of spirits ("Grundsatzpapier") which now includes the requirement for member companies to only use models with a minimum age of 25 in their commercial communications.

In **Scotland**, the SWA Council approved in December 2008, the revised SWA Code of Practice for Responsible Marketing. The new Code took effect from 1 July 2009. The key changes include: the extension to the EU of the geographical scope of the mandatory requirements of the Code as well as new provisions on sponsorship and an age verification page on company websites.

In **Latvia**, further investigation with the member association (LADRIA) demonstrates that its members abide by the principles set in the Code of Conduct on ethical Commercial Communications, which was adopted in 2005 by AS "Latvijas balzams", the major producer of alcoholic beverages in Latvia, as well as one of the largest producers of alcoholic beverages in Baltic States. The provisions of the code are almost fully aligned by the EFRD Common Standards. Complaints regarding the implementation of the code are considered by the Council of Ethics.

⁸ In these countries, only relatively minor changes to their national framework appear necessary, to enable them to implement all commitment of the Charter, most notably, provisions on audience profile (70/30 rule) and the minimum age of models depicted in alcohol adverts are not yet widely implemented in existing national codes.

⁹ As regards the rule on the age of models (25 year), according to the law in Sweden, models cannot be used in alcohol advertising.



Monitoring compliance

As part of its commitment on responsible marketing, the EU spirit drinks industry considers monitoring of advertising as a key element to ensure the credibility and effectiveness of how its marketing standards are applied.

For a number of years, this monitoring of advertising has been undertaken by local self-regulatory organisations (SROs) across Europe, through the European Advertising Standards Alliance (EASA)¹⁰. These organisations are independent from the alcohol industry. The results are compiled in a public report, assessed by independent reviewers.

The latest monitoring report on TV and print advertising was published in December 2008. This new exercise monitored the ads that appeared during the three month period with the highest volume of advertising in 2007 in 19 countries (Austria, Belgium, Czech Republic, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the UK). For spirits, the three selected months were October, November and December 2007. The advertisements are checked against the applicable regulatory or self-regulatory provisions, i.e. the EFRD Common Standards, the relevant national codes (general or sectoral) and the applicable laws regulating advertising.

The exercise was based on a total number of 542 TV and print advertisements. The compliance rate for television and print spirits advertising in 2007 was 95% (99% for television and 94% for print).

Training

On 5 December 2008, CEPS members and EFRD member companies were invited to participate in a workshop organised by EASA to look at the 2008 monitoring results together with other alcohol beverages sectors, national SROs and independent reviewers. The main participative part was dedicated to a group exercise to review some of the examples and discuss interpretation of codes.

In **Ireland**, further to the revision of the alcohol marketing code in 2008, the Alcohol Beverage Federation of Ireland (ABFI) have developed a training programme for alcohol advertisers and marketers to ensure knowledge and practical understanding of all the codes of practice relating to alcohol marketing communications. Since the launch in June 2009, 6 training sessions have been run.

In **Sweden**, the CEPS member, SSWS, organised training seminars for member companies' product managers. Three such seminars took place in February and March 2009. The objective is to inform members about the legal requirements for alcohol advertising and the codes. This is supported by relevant examples. The Swedish scrutiniser¹¹ also participates and presents the self regulation system and how it works. Further similar training seminars are planned for autumn 2009.

Training on responsible marketing communications is also important in the large spirits producing companies. On the basis of their marketing principles, these companies have developed internal tools and material to ensure that commercial marketing is conducted in a responsible manner. Often training materials are also disseminated to creative agencies. In 2008, the European Forum for Responsible Drinking (EFRD) launched an interactive e-learning tool, www.marketresponsibly.eu, aimed at all parties involved in commercial communications. To date, 868 marketing professionals have registered on the website. A questionnaire is sent to all registered on the site. The top-line results of the first evaluation¹² show that 71% learnt something and found the information easy to understand; 72% believe that, after visiting this website, marketing professionals will be more vigilant about their marketing practices.

¹⁰ For more information on EASA please see <http://www.easa-alliance.org/>

¹¹ http://www.alkoholgranskningsmannen.se/en_om_agm.asp

¹² First wave of evaluation through an on line-questionnaire to those registered on the site started in December 2008 and results are based on 177 responses received by 28 February 2009.



CASE STUDY:

United Kingdom

The framework of the self-regulatory system covering alcohol advertising in the UK is provided by a number of different bodies.

The Advertising Standards Authority (ASA) is the self-regulatory body created by the advertising industry to enforce the rules laid down in the various advertising codes. The advertising standards codes include rules on specific products such as alcoholic drinks. Previously responsible for non-broadcast media only, in 2004 the ASA assumed powers in respect of broadcast advertising (television and radio) in a co-regulatory partnership with the statutory regulator, Ofcom. The ASA investigates complaints made about ads, sales promotions or direct marketing.

In 2008, according to the monitoring of advertisements conducted by ASA, in the context of the EASA report on TV and print advertising, 91.4% of spirits advertisements were in compliance with the code.

The Portman Group, established in 1989 by leading UK drinks producers, encourages responsible marketing by the alcohol industry via its Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.

Under the code, a drink's naming, packaging and promotion must not: appeal particularly to under-18s; encourage immoderate consumption; associate with anti-social behaviour; associate with illegal drugs; associate with sexual success; suggest that drinking leads to popularity; no encouragement of rapid drinking.

The fourth edition of the Code entered into force on 1 January 2008.



The Portman Group offers advisory services for drinks producers to seek advice about possible breaches of the Code. An Independent Complaints Panel considers complaints of potential breaches of the Code.

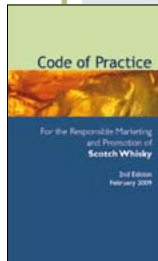
In addition, in 1997, the Portman Group introduced retail alert bulletins requesting retailers not to stock products in breach of the code unless and until they had been appropriately amended. If the independent panel decides that a product should be removed from the market, a retail alert bulletin will be issued. Alert bulletins are published in the licensed trade press, on the Portman

Group website and are sent to Code Signatories, police licensing officers, Trading Standards Officers, local licensing authorities and other interested parties nationwide. More information on recent decisions can be found on the Portman Group website www.portmangroup.org.uk

In 2008, an independent audit of compliance with the Code was carried out by PIPC (management consultants)¹³. PIPC collected and checked a sample of 485 drinks' packaging against the Portman Group code. The results of the findings demonstrated a very good level of compliance (93% of the products were compliant).

¹³ <http://www.pipc.com/>





The Scotch Whisky Association (SWA) launched its Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky in February 2005. The Code is a condition of membership of the Association. It covers a wide set of rules including responsible consumption, discouraging underage drinking, alcohol content, drink and driving, social and sexual success, alcohol and health, tastings, websites and promotions. Further to an audit of its members' implementation of the Code conducted in 2006/2007, which made recommendations for improvements, the SWA prepared a revised version. The second edition of the Code was published in February 2009 and took effect from 1 July 2009. Key changes introduced: the geographical scope of the mandatory requirements has been extended to the EU; a responsibility message is to be carried on all advertising and print point-of-sale material. On sponsorship the new code removes the exemption that permitted branding on children's replica sports kit and incorporates a requirement to include a responsibility element into all future sponsorship activities. It also introduced a requirement to use an age verification page on company websites which offer online sales.

A key, integral part of the Code is the comprehensive complaints procedure backed by a range of sanctions. Where a complaint is upheld, the Independent Complaints Panel may:

- Require swift remedial action to be taken to end the conduct which has been found to be in breach of the Code;
- Impose a fine payable to The Scotch Whisky Association not exceeding £10,000;
- Authorise the issue of a press notice setting out its decision;
- Advise retailers, local authorities, including local licensing authorities, and other regulators of its determination.

For more information, copy of the code as well as of the audit report is available from the SWA's website www.scotch-whisky.org.uk



Commitment 3: Product Development

Experience suggests that the launch of new products may cause particular public scrutiny. In developing new products, European Spirits Organisation – CEPS members undertake to do so in a responsible manner and to apply the same rules and high standards as those applicable to the marketing of existing spirit drinks.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

The previous report did not report any progress in terms of inclusion of provisions on naming, labelling and packaging in codes.



SUMMARY OF STATUS IN JULY 2009

Countries where naming, labelling and packaging rules are included in a marketing code	Countries where no provision on naming, labelling and packaging is included in a marketing code	Countries where there is no marketing code
Clearly stated	Estonia Greece Hungary Latvia Luxembourg Portugal Sweden ¹⁴	Bulgaria Finland ^{14bis} Romania Slovak Republic
Czech Republic France Germany ◀ Ireland Malta Spain The Netherlands United Kingdom		
Not clearly stated but covered		
Austria Belgium Denmark Italy Poland		



PROGRESS IN 2008 / 2009

In August 2008, the **German** association (BSI) added an important element to its self-regulations (Grundsatzpapier) covering naming and packaging of products. Product names of spirits and beverages containing spirits have to meet certain requirements. They must not contain sexual statements and terms, discriminate against genders or minorities, trivialise abuse, target children and minors or claim health benefits. The same rules apply for packaging.

^{14, 14bis} In these countries, specific restrictions apply for naming, labelling and packaging through the retail monopoly.





CASE STUDY

Denmark



In late 2008, a new product was launched on the Danish Market. The product was named "Sorte Svin", a fortified wine, and its marketing (including labelling) was associated with a well-known Danish football player.

Further to a complaint from a Non-Governmental Organisation, the Alcohol Advertising Board was invited to consider the product in the light of the provisions of the code of practice for the marketing of alcoholic beverages in Denmark.

The decision was taken on 21 January 2009, where the board expressed criticism over the marketing

of the product as it was in breach of the code's provisions which state that commercial communications of alcoholic beverages must not be associated with sports and athletics. The decision was sent to the company and the product was subsequently withdrawn from the market.

The decision can be found at <http://www.alkoholreklameraevn.dk/default.asp?pid=9&afg=90>

The Alcohol Advertising Board was set up in 2000 by the Danish Ministry of Economic and Business Affairs to enforce the code of practice for the marketing of alcoholic beverages in Denmark. The members of the Board represent both business and consumer interests. The Board is chaired by an independent chairman.

There is a free right of complaint to the Board. Complaints may be made by individuals, companies or organisations.





Commitment 4: Underage Drinking

European Spirits Organisation – CEPS members support an EU-wide minimum purchasing age for alcoholic beverages. Members will work closely with national authorities in ensuring that minimum purchasing age legislation is enforced, by contributing, for example, to retail and server training schemes and to campaigns to enhance awareness of the legal drinking age, or in their terms and conditions of supply with retail and hospitality outlets.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

The previous report mentioned the development of new server training initiatives in Germany, Hungary and Poland. The report also presented some examples of initiatives developed by CEPS company members.

The report also highlighted other initiatives to prevent underage drinking such as the message on advertisements and websites to provide information on underage drinking and legal requirements in The Netherlands and the Czech Republic.



SUMMARY OF STATUS IN JULY 2009

Countries where underage drinking discouragement initiatives with spirits industry involvement are in place	Countries where no known initiative is in place
Austria Belgium Czech Republic Denmark France Germany Greece Hungary Ireland Italy Poland Spain Sweden The Netherlands United Kingdom	Bulgaria Estonia Finland ¹⁵ Latvia Luxembourg ➤ Malta Portugal Romania ➤ Slovak republic

¹⁵ Significant government campaigns exist in this market and the need for any industry involvement is questioned.



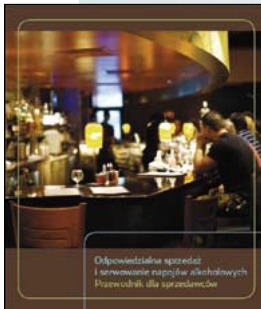


PROGRESS IN 2008 / 2009

Server training initiatives

Working with the distribution sector (bars, hotels, restaurants and supermarkets) is very important to better communicate to consumers about legal requirements and ensure that products are served in a responsible manner. The industry has developed programmes across Europe to help training staff about responsible serving.

In 2009, the pilot server training programme in **Hungary** (see “Case study” in 2008 report, p17) was rolled out in more cities (Baja, Békéscsaba, Budapest, Eger, Mezőkövesd, Miskolc, Szolnok and Szombathely) in cooperation with KIT¹⁶ (Training Center for Commerce and Tourism).



The **Polish** Spirits Association, PPS, further rolled out the pilot programme that was developed in the city of Olsztyn. It consists of a two-hour training course during which students learn about legal requirements, social responsibility and best practices in order to help them serve alcohol responsibly. The sessions are organised and conducted by PPS or by individual member companies. A “Server’s Guide” training book has also been distributed. The scheme includes a pre and post evaluation tests. To date, around one thousand people have participated in the training.

In **Germany** the “Schuju” initiative (Online training at www.schu-ju.de for employees in the on- and off-trade and petrol stations) has been further expanded. Since the campaign started, there have been about 29 000 registrations for the web based training and around 23 000 certificates have been delivered.



In March 2009, some spirits producing companies (Bacardi and Diageo) participated in a campaign launched by the **Dutch** retail organisation. The campaign “nog geen 20” (“not 20 yet”) consists of asking customers for ID if the purchaser is 20 years old or younger.



Others

In the **Czech Republic**, the SAO, Forum PSR, has continued to develop activities around the website www.pobavme-se-o-alkoholu.cz (Talk about alcohol) launched in April 2008. **See case study.**

Also, as part of the EFRD-initiative “Talk about alcohol”, the school-based programme in **Sweden** www.Prataomalkohol.se, launched in 2006, was further rolled out in 2008/2009. In 2008, a version of the programme was adapted for sport clubs (“Teach about Alcohol- sports”) and rolled-out in cooperation with the biggest sport club in Sweden, AIK (football). Co-operation continued in 2009. The website provides youth leaders with a tool to discuss alcohol and its impact and to promote sport as an alcohol-free zone.

In 2009, the Swedish Spirits & Wine Suppliers Association (SSWS), cooperated with the Swedish Marketing Association on a project named “Tell a hundred - at least”. The campaign consisted of a competition in schools where the students were invited to design campaigns to tell young people not to drink alcohol and give advice to parents.

¹⁶ KIT is one of the largest national vocational training organisations in Hungary. See case Study p.17 in November 2008 Progress Report.



In its Accept Responsibility campaign, **Pernod Ricard UK** focuses on underage drinking with a special initiative launched in August 2008. The campaign challenges consumers to make appropriate decisions about drinking alcohol by highlighting the common excuses at the heart of its misuse. It also directs consumers to a dedicated website www.acceptresponsibility.org.uk for more information about responsible drinking.



CASE STUDY

Czech Republic

Talk about alcohol

www.pobavme-se-o-alkoholu.cz

In April 2008, the Czech Social Aspect Organisation, Forum PSR¹⁷, launched the “*pobavme-se-o-alkoholu*” website (“Talk About Alcohol”), in partnership with the European Forum for Responsible Drinking (EFRD) and Sananim (a local NGO).



This website, developed from the EFRD template, targets the 12-14 year-old age group, as it is within this age range that young people experience alcohol and its effects, drinking with their peers, including drinking to get drunk.

This initiative is based on the assertion that at this age, teenagers are particularly receptive to several circles such as family, friends or peers. This is the reason why by also addressing both parents and teachers, the website is more likely to achieve its aim, which is to provide young people with the facts about alcohol, and increase awareness of the effects of drinking alcohol among the under age. The website has been translated and adapted from the EFRD website for the Czech Republic. The website was developed together with a team of education experts, teachers and young people and follows a pilot developed in 2006. It is based on 3 pillars:

- An interactive part to be used by young people aged 12-14 in their leisure time;
- Work sheets to help teachers address alcohol in scientific or civic education curricula and information;
- Guidance to help parents discuss alcohol with their children.



To further raise awareness of the website, interventions have been set up to advertise the site and broadcast its message, through interactive presentations and discussions with 12-13 years old pupils at school. In April and May 2009, three schools were visited in Prague. This will be followed by 80 schools in the major Czech cities from September to December 2009. As a result, it is expected that about 5000 to 6000 pupils in about 240 presentations in classrooms are to be reached during the whole year.

An evaluation will take place at the end of 2009, conducted by independent experts on the basis of questionnaires filled in by students, reports written by lecturers and on discussions with students.

¹⁷ Forum PSR was established in 2003 and is responsible for both marketing self-regulation and responsible drinking initiatives. Its members are spirits producing companies. For more information please see <http://www.forum-psr.cz/>





Commitment 5: Drinking and Driving

European Spirits Organisation – CEPS members will continue to work with national authorities in ensuring the dangers of drinking and driving are widely communicated, through, for example, supporting drink-drive programmes.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

As demonstrated in the previous progress reports, the spirit drinks industry has been involved for a long time in awareness programmes to prevent drinking and driving, whether at national association or company level. Despite the end of the EU funding granted for the designated-driver campaigns in 2007, the industry has continued to invest in these initiatives heavily.

In 2008, the report presented campaigns developed by CEPS members in Bulgaria and Poland. The report also highlighted the programmes developed by some companies and rolled out across the EU.



SUMMARY OF STATUS IN JULY 2009

Countries where campaigns are in place with spirits industry involvement	Countries where campaigns exist but without spirits industry involvement	Countries where no campaign is in place
Austria Belgium Bulgaria Czech Republic Denmark France Germany Greece Hungary Ireland Italy Malta Poland Portugal Spain Sweden The Netherlands United Kingdom	Finland Luxembourg	Estonia Latvia Romania Slovak Republic



PROGRESS IN 2008 / 2009

In Poland, the spirits industry association, PPS, developed and launched a pilot drink drive project in the city of Olsztyn. **See case study.** From 19 to 28 July 2009, the Polish Spirits Industry, also organised in cooperation with various study partners (Foundation Krzys - Safe Driver Foundation; Responsible Young Drivers; the National Road Safety Council; National Police Headquarters and the European Commission) the "Driving Simulator Academy" in 6 major Polish cities. One objective is to increase young people's awareness of the dangers of drink-driving.

In **Denmark** the SAO (GODA) supported the European night without accident which took place on 18 October 2008. This initiative is supported by the European Commission.

In **Malta**, in October 2008, the Sense Group became a signatory of the European Road Safety Charter by which it committed to increase awareness about the dangers of drinking and driving and to promote the concept of the designated driver.



In February 2009, MEAS in **Ireland** published the results of the independent qualitative research on the “Morning after” campaign (launched in November 2007, its main objective is to highlight the dangers of driving the morning after a night’s drinking.).

The results of the February 2009 research shows that:

- The advice was welcomed and seen as relevant and appropriate.
- The radio adverts were seen as giving relevant timely advice in a clear cut and easy to understand manner.
- Nearly half of the population now know the definition of a ‘standard drink’.
- 29% of the population now know the length of time it takes the body to remove one standard drink. This is an increase since the November 2008 research when only 16% of respondents answered correctly.

By June 2009, 1.3 million “Morning After” information cards had been distributed including 63,750 in Polish and 10,000 in Irish.

Individual spirits producers have also continued to invest in drink-driving activities across Europe. Several initiatives which were reported in 2008 have been expanded and developed in other EU countries.

In **Greece**, Diageo launched several initiatives to raise awareness about the dangers of drinking and driving. “Drive your Friends” was rolled out from March to May 2009 with the objective to raise interest around the issue of drink-driving and specifically engage 18-35 years old males. The aim was to help them to consider not drinking and driving and motivate them to adopt the designated driver option. The campaign was run in cooperation with the Greek Road Safety Institute, the City of Athens and the Greek Transport Union. In addition, the Association of Alcoholic Drinks Distributors (AADD)¹⁸ continues to develop activities in that field, through supporting the pan-European information campaign against drinking and driving.

Launched in 2008, the campaign “Champions drink responsibly” developed by Bacardi Limited has been further rolled out in **Austria** starting in January 2009.



CASE STUDY

Poland

“Drinking and Driving”

From March to December 2008, the Polish spirits industry, PPS, developed and launched a campaign to raise awareness about the dangers of drink-driving. The campaign was piloted in the city of Olsztyn.

¹⁸The Association of Alcoholic Drinks Distributors (AADD) membership is composed of large companies, including Bacardi, Diageo and Pernod Ricard. <http://www.efrainein.gr/index-en.html>



The objectives of the campaign were to:

- promote road safety and reduce the number of alcohol-related road accidents.
- increase awareness of the dangers of drink-driving.
- change attitude and behaviour by promoting alternative solutions to drink-driving, in particular, the designated driver concept.

The campaign was run in cooperation with various partners at local and national level. It includes the National Road Safety Council; the Global Road Safety Partnership; ICAP (International Center of Alcohol Policies); the Council of Olsztyn; a local Public Transport Company, WORD (Center for Road Safety), and the company Michelin.



The pilot project was developed in three stages:

- **First phase - March 2008:** during this month pre-campaign breathalyser tests were carried out by the local police.
- **Second phase - started in October 2008:** month long extensive awareness campaign through:
 - Media (radio, TV, newspapers and magazines).
 - Posters and information material distributed on the street, in driving schools and petrol stations (Shell, Orlen, BP).
 - Designated driver activities in discos and clubs: after registration designated drivers were given bracelets as proof of their commitment to undergo a breathalyser test upon leaving. If the test was negative, they were rewarded with gifts. If positive, volunteers present would ensure they did not drive or that they were entrusted a sober friend who could drive.
 - Training for selling and serving personnel.

During the campaign, spots were regularly broadcast in cinemas and on local and public TV, the message was displayed on 10-15 billboards and on the back of buses. 7 training sessions were organised for selling and serving staff.

- **Third phase - November 2008:** month long post-campaign breathalyser tests carried out by the local police.
- **December 2008:** A summary of the campaign and its results presented during a press conference.

An evaluation of the project was carried out using a CATI survey with men and women (active drivers) who regularly drive. The group consists of 500 within the following categories: 18-25 – 40%; 26-35 – 20%; 36-45 – 20%; 46+ - 20%.

The results of the survey show that:

- The campaign was remembered by 1 in 3 interviewed drivers in Olsztyn;
- Billboards were highlighted as the most effective tool (27 %) followed by TV (24 %) and radio (12 %).
- The campaign was judged as engaging on an emotional level. It was seen as interesting and original, believable and convincing.



Commitment 6: Education

In order to more effectively encourage the responsible consumption of spirit drinks, 'responsible consumption' must be defined. The European Spirits Organisation – CEPS and its members will work with decision makers and other stakeholders, at the national and, where relevant, EU level in agreeing definitions of sensible and dangerous drinking levels and implementing the wide communication thereof.



SUMMARY OF STATUS IN THE PREVIOUS REPORT

The implementation of this commitment covers a wide-range of voluntary activities by members of CEPS.

To better communicate about responsible alcohol consumption, the EU spirits industry has in particular developed national websites seeking to provide consumers with information about responsible drinking and alcohol misuse. The previous report highlighted the launch of consumer information websites in the Czech Republic and in Spain.

Campaigns for the general public were also reported in Italy and in Scotland.

In addition to providing general information to the public, other examples of activities included campaigns to better inform targeted audiences such as university students, pregnant women, employees and health professionals. Such initiatives were reported in Ireland, Poland and France in the previous report.



SUMMARY OF STATUS IN JULY 2009

Countries where initiatives have spirits industry involvement	Countries where no initiative is known
Austria ◀ Bulgaria ◀ Belgium Czech Republic Denmark France Germany Greece ◀ Hungary ◀ Ireland Italy Poland Portugal ◀ Spain Sweden The Netherlands United Kingdom	Estonia Finland Latvia Luxembourg Malta Romania Slovak Republic





PROGRESS 2008 / 2009

Consumer information websites

Members of the European Spirits Organisation have continued to develop and launch consumer information websites in their markets. These websites aim at providing consumers with information about responsible drinking and tips and guidance on how to respect these guidelines.



In September 2008, the **Danish** SAO, GODA, launched its consumer information website www.1421.dk. The website is based on EFRD's template "consumer information website on responsible drinking" (partly funded through the EFRD 2008 Budget Line for prevention programmes). It provides information such as the recommended maximum weekly alcohol consumption: 21 units for men, 14 for women and no more than 5 per occasion. Parents of teenagers can find advice on how to postpone their child's first drink and how to become a good role model.

The **Polish** website was launched by PPS in August 2008. In addition to the information about responsible drinking and the dangers of misuse, the website www.pijodpowiedzialnie.pl contains material and specific information on pregnancy and drinking and driving campaigns. The website was partly funded through the EFRD 2008 Budget Line for prevention programmes.



In **Hungary**, the SAO, HAFRAC, supported by the local spirits producers and EFRD, launched in September 2008 its consumer information website www.alkoholtfelelosen-2340.hu. The website was partly funded through the EFRD 2008 Budget Line for prevention programmes.

Launched in October 2008, the **Portuguese** consumer information website www.bebacomcabeca.pt contains information about responsible drinking and safe drinking guidelines. The website was widely promoted through media coverage, animations in cities and communication by supporting companies. The website was partly funded through the EFRD 2008 Budget Line for prevention programmes. **See case study.**



In **Austria**, the Austrian Spirits Association launched the www.verantwortungsvoll.at website in February 2009. The website was partly funded through the EFRD 2008 Budget Line for prevention programmes. Members of the Association agreed to include the website address in their commercial communications.

In **Germany**, the national association of spirits producers and importers (BSI) launched in April 2009 its consumer information website www.massvoll-geniessen.de. The logo of the website will be included in commercial communications and promotions carried out by member companies of BSI.

In **Spain**, to promote responsible drinking attitudes towards alcohol and encourage responsible drinking, the Spanish national association (FEBE) launched a TV campaign which was broadcast in all national TV channels around Christmas 2008. The spot was broadcast over 15 days. As a result, the number of visitors to the responsible drinking website www.consumo-responsable.com increased significantly. In a post-evaluation, 85% of consumers regarded the information as positively important.

To support these initiatives CEPS launched an **EU** portal website in November 2008 –

You are invited to enjoy spirit drinks responsibly.

www.responsibledrinking.eu . It provides a link to existing national responsible drinking websites. In July 2009, there were 13 links on the website.

At company level, the Absolut “Recognize the Moment” website www.absolut.com/recognizethemoment was launched in March 2009. Through interactive mobile, video and social networking channels, Recognize the Moment gives consumers the easy-to-use tips and tools they need to make responsible decisions – if, and when, they choose to consume alcohol.

The second Alcohol Awareness Week took place in **Scotland** in October 2008. The objective of the week was to provide information to the public about responsible alcohol consumption, by encouraging the adoption of some simple hints and tips. The strap line for the 2008 campaign was “Will you take the challenge?”. The campaign was supported through extensive local and national media coverage.

Information for students and young people

In **Ireland**, MEAS has continued to develop and expand its activities towards young people and students. Further to the pilot in Dublin in 2007/2008, MEAS organised nationwide the film competition “**dare2Bdrinkaware**”, aimed at third-level students aged between 18 and 25. Entries to the 2008/09 competition represented an over 400% increase on entries to the 2007/08 competition. The second award ceremony took place in April 2009.



MEAS is also continuing to promote responsible drinking and distribute information leaflets around festive times of the year such as Christmas, St Patricks, graduation and summer festivals. All guides are available for download on www.drinkaware.ie .

Targeted information for pregnant women



In December 2008, the **Belgian** CEPS member (FBVS) developed a new leaflet and poster to inform women who are pregnant or breast feeding of the risks related to alcohol consumption. The information leaflet and the poster “*Puis-je boire un verre à sa santé?*” (Can I toast his health?) contain the key message “zero alcohol” during pregnancy as well as risks to the baby. Posters were sent to around 1,500 Belgian gynaecologists. The ONE (French speaking Birth and Child Office) requested 150 posters and 15,000 leaflets. The posters were also sent to all public welfare centres, mayors and health insurance companies.

Similarly, the **German** association (BSI) launched in February 2009 a new campaign about the dangers of drinking during pregnancy and lactation. With the scientific support of experts from the University of Münster the association developed a brochure, the objectives of which are to provide advice about Foetal Alcoholic Syndrome (FAS) and to offer practical advice to help women abstain from drinking during pregnancy and lactation. The brochure is distributed via gynecologists together with posters in medical centers.

Workplace information for employees

In several countries, the spirits industry has developed an employee alcohol policy which is communicated to employees via training and internal communication.

The **French** spirits association (Fédération Française des Spiritueux – FFS) developed an information leaflet to provide guidance to its member companies on alcohol and the workplace. The leaflet contains information about the dangers of alcohol misuse, the legal requirements and the responsibilities of the general manager, and some tips and guidance for prevention.



The **German** association, BSI, published in March 2009 a revised version of its information leaflet "Hinsehen – Zuhören – Ansprechen" (Look, Listen, Address!) on alcohol at the workplace. This document was developed in cooperation with the Institut for Statutory Accident Insurance and Prevention on the foodstuffs industry and Catering Trade. The objective is to offer support and tips to employees to deal with the subject of alcohol in their daily life and encourage them to take responsible attitudes. 10,000 brochures have already been distributed.

In **Scotland**, the Scottish Government Alcohol Industry Partnership, in conjunction with the Scottish Centre for Healthy Working Lives, developed a 'Model Employee Alcohol Policy' to provide employers across Scotland with off the shelf best practice guidelines to address alcohol related problems in the work place. This initiative was launched during Alcohol Awareness Week.'

CEPS company members also have policies in place to communicate with their employees about responsible drinking and the dangers of misuse. In May 2009, **Pernod Ricard UK** adopted its "responsible drinking guidelines Manual".



CASE STUDY

Portugal

Consumer information website

www.bebacomcabeca.pt

In October 2008, the Portuguese national spirits association, ANEBE, launched a website containing responsible drinking information, in partnership with wine companies and the Portuguese association for distribution and retailers (APED).



The objective of this initiative is to raise consumer awareness of alcohol units and drinking patterns, through the gathering of useful information such as what a unit of alcohol is, guidelines on responsible behaviour and alcohol consumption within the law.

The website is interactive. Consumers can evaluate their relationship with alcohol and be aware of how many units their drinks contain, thanks to an online test and a unit calculator. The whole process is accompanied by the tag-line "Drink with your head".

The launch of the website was accompanied by significant media coverage in December 2008 including press releases and radio and television reports.

From November 2008 to February 2009, the website has been visited over 15,000 times and the unit calculator over 500,000 times.

The responsible drinking campaign and the promotion of the website completed a second phase from April 2009, as materials relating to the website have been placed on lamp posts, next to bus shelters, in squares or public fountains among other places.



KPMG Assurance Report

To the readers of the CEPS Charter Implementation Report 2009.

Introduction

The management of the European Spirits Organisation (further referred to as 'CEPS') has requested us to provide limited assurance on the information in the CEPS Charter Implementation Report 2009 (further referred to as 'the Report'). The Report, including the identification of issues to be reported, is the responsibility of the CEPS management. Our responsibility is to issue an assurance report on the information in the Report.

Context and scope

In the Report CEPS describes its members' efforts and progress in relation to the promotion of responsible alcohol consumption. Our engagement was designed to provide limited assurance as to whether the information in the Report is fairly stated. Procedures performed to obtain limited assurance are aimed at determining the plausibility of information and are less extensive than those performed to obtain reasonable assurance.

Reporting criteria

There are no generally accepted standards for reporting on responsible alcohol consumption. CEPS applies its own internal reporting criteria, being the seven commitments of the CEPS Charter on Responsible Alcohol Consumption. Six commitments have been included in the corresponding chapters of the Report; the seventh commitment relates to the annual progress reporting of the Charter implementation.

Standards

We conducted our engagement in accordance with the International Standard for Assurance Engagements (ISAE 3000): *Assurance Engagements other than Audits or Reviews of Historical Financial Information*, issued by the International Auditing and Assurance Standards Board. Amongst others, this standard requires that the assurance team members possess the specific knowledge, skills and professional competencies needed to understand and review the information in the Report, and that they comply with the requirements of the IFAC Code of Ethics for Professional Accountants to ensure their independence.

Considerations and limitations

Performance data are subject to inherent limitations given their nature and the methods used for determining, calculating and estimating such data. It is important to view the performance data in the context of the explanatory information provided in the Report's preface ("About this report...") and the foreword by the President. Our review was limited to an assessment of the accuracy of the information on progress made against the commitments. We do not issue an opinion on the suitability of the commitments for reducing alcohol related harm, nor on the effectiveness of the activities undertaken.

Work undertaken

We reviewed the information in the Report, based on:

- a review of the systems and processes used to generate this information;
- a visit to three national member organisations to gain insight into the consistency of the quality of information reported, and into the quality of the reporting controls at CEPS level;
- a review of internal and external documentation and internet sources;
- interviews with CEPS staff;



- a media search for the identification of material issues in relation to the elements of the CEPS Charter on Responsible Alcohol Consumption;
- an appraisal of the Report in its entirety against available and gained knowledge and understanding of the sector.

Following our review we discussed changes to the draft Report with CEPS, and reviewed the final version of the Report to ensure that it reflected our findings.

Conclusion

Based on the above, the information in the Report does not appear to be unfairly stated.

Commentary

Without affecting the conclusions presented above, we would like to draw the readers' attention to the following:

The upcoming year is going to be of key importance for CEPS with regard to the Charter commitments. In order to reach the 2010 targets of the CEPS Charter on Responsible Alcohol Consumption as a coordinated effort by the whole industry, further progress is necessary for a number of CEPS members. Specifically for the first and second commitment, where a 100% target is set, some signatories need to step up and improve their activities this year in order to achieve the 2010 target. We recommend the CEPS members, who do not fully comply yet, to put a strong focus on achieving the targets set and we advise the CEPS Secretariat to continue to stimulate and assist their members during this realisation process, where possible.

W.J. Bartels

Amstelveen, 17 November 2009
KPMG Sustainability



European Spirits Organisation – CEPS Members

AUSTRIA

- › Fachverband der Nahrungs- und Genussmittelindustrie Österreichs – (FNGO)

BELGIUM

- › Fédération Belge des Vins et Spiritueux asbl – (FBVS) / Belgische Federatie van Wijn en Gedistilleerd vzw – (BFWG)

BULGARIA

- › Association of Producers, Importers and Traders of Spirit Drinks – (APITSD)

CZECH REPUBLIC

- › Union of the Czech Spirits Producers – (UCSP)

DENMARK

- › Foreningen af Danske Spiritusfabrikanter c/o Pernod Ricard Denmark A/S – (FDS)

ESTONIA

- › Alcohol Producers Association – (APA)

FINLAND

- › Finnish Food and Drink Industries' Federation – (ETL) / Finnish Alcoholic Beverages Industries' Association – (FABIA)

FRANCE

- › Bureau National Interprofessionnel du Cognac – (BNIC)
- › Fédération Française des Spiritueux – (FFS)

GERMANY

- › Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. – (BSI)
- › Bundesverband der Obstverschlussbrenner e.V. – (BOVB)

GREECE

- › Federation of Greek Distillates and Spirits – (SEAOP)

HUNGARY

- › Hungarian Spirits Association – (HSA)

IRELAND

- › Irish Spirits Association – (ISA)

ITALY

- › Federazione Italiana Industriali Produttori Esportatori e Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini – (FEDERVINI)

LATVIA

- › Association of Latvian Spirits Producers and Distributors – (LADRIA)

MALTA

- › The Malta Chamber of Commerce, Enterprise and Industry – (TMCCEUI)

THE NETHERLANDS

- › Commissie Gedistilleerd – (CG)

POLAND

- › Polish Spirits Industry – (PPS)

PORTUGAL

- › Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos – (ACIBEV)
- › Associação Nacional de Empresas de Bebidas Espirituosas – (ANEBE)

ROMANIA

- › GARANT – Federation of Alcohol Industry and Spirits from Romania – (GARANT)

SLOVAK REPUBLIC

- › Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)

SPAIN

- › Federación Española de Bebidas Espirituosas – (FEBE)
- › Federación de Bodegas del Marco de Jerez – (FEDEJEREZ)

SWEDEN

- › The Swedish Spirits & Wine Suppliers – (SSWS)

UNITED KINGDOM

















- › The Gin and Vodka Association of Great Britain – (GVA)
- › The Scotch Whisky Association – (SWA)

EUROPEAN SPIRITS COMPANIES LIAISON GROUP (ESG)

- › Bacardi-Martini Ltd
- › Beam Global Spirits & Wine
- › Brown-Forman Beverages UK Ltd
- › Davide Campari Milano SpA
- › Diageo Plc
- › Moët Hennessy
- › Pernod Ricard
- › Rémy-Cointreau S.A.



Annex to Commitment 1: Responsible Drinking Messages in EU 24¹⁹

Country	Comments
 Austria	Voluntarily applied by some brands.
 Belgium	According to a Convention signed on 12 May 2005 among drinks producers, distributors, the SRO (JEP), etc., any form of advertising (cinema, TV, radio, posters, website) has to bear a responsible drinking message for which the positioning, character type and size have already been defined: <ul style="list-style-type: none"> ▸ Message for beer products: <i>"Une bière brassée avec savoir se déguste avec sagesse"</i> ("Taste our carefully brewed beer wisely"). ▸ Message for other products: <i>"Notre savoir-faire se déguste avec sagesse"</i> ("Taste our know-how wisely").
 Bulgaria	Voluntarily applied by some brands.
 Czech Republic	Voluntarily applied by some brands.
 Denmark	Voluntarily applied by some brands.
 Estonia	By law, a health warning sentence must appear on advertising.
 Finland	Direct and indirect advertising and sales promotion of alcoholic beverages of over 22% abv is prohibited. Products with an abv between 1.2% and 22% are subject to restrictions on content and placement in all media. All member companies of FABIA are including a Responsible Drinking message on a voluntary basis where permitted.
 France	Since 1991 (Loi Evin), advertising for alcoholic beverages containing more than 1.2% abv ²⁰ must include the following message: <i>"L'abus d'alcool est dangereux pour la santé"</i> ("The abuse of alcohol is dangerous for health"). In addition, professional guidelines exists on the position, character type and size of the message and the following words added: <i>"À consommer avec modération"</i> ("Consume in moderation").
 Germany	As from April 2009, members of the German Association, BSI, will include a RDM "Maßvoll genießen!" on all their commercial communications.
 Greece	All advertising must carry the <i>"Enjoy responsibly"</i> message.
 Hungary	Since March 2007, members of the Hungarian Spirits Association agreed on a voluntary use of a responsible drinking message <i>"Minőséget, mértékkel"</i> ("Quality not quantity").
 Ireland	Since 2005 MEAS members (i.e. companies and trade associations) agreed to use the following message: "Enjoy [brand name] <i>sensibly</i> ". Specific guidelines on the positioning, character size and font were agreed.
 Italy	Voluntarily applied by some brands.
 Latvia	By law, a health warning sentence must appear on advertising.
 Luxembourg	Voluntarily applied by some brands.
 Malta	Voluntarily applied by some brands.

¹⁹ Cyprus, Lithuania and Slovenia are not represented in the European Spirits Organisation – CEPS membership.

²⁰ Alcohol by volume.





Country	Comments
The Netherlands	As from 1 July 2008, the revised STIVA Code requires the use of a responsible drinking message on all broadcast commercials and print advertising: <i>"Geniet, maar drink met mate"</i> (<i>"Enjoy, but in moderation"</i>) is included on 100% of all spirit drinks adverts. STIVA has adopted an additional message for people under 16 years old to encourage them not to drink "www.alcoholonderde16natuurlijkniel.nl" (<i>"alcohol below 16, certainly not"</i>).
Poland	The Polish Spirits Association (PPS) code of Marketing Conduct for the Polish Spirits Industry includes a provision that all advertisements, promotional and information materials should contain a responsible drinking message.
Portugal	Since 2002, all advertising (TV, print, website, excluding radio) should contain the following sentence: <i>"Be responsible. Drink moderately"</i> . The message should be readable. As from June 2009, member companies of ANEBE can supplement the message with a reference to the website www.babacomcabeca.pt or bebacomcabeca .
Romania	Voluntarily applied by some brands.
Slovak Republic	Voluntarily applied by some brands.
Spain	In 2008, members of FEBE adopted a new message: <i>"Disfruta de un consumo responsable"</i> (<i>"Enjoy a responsible drinking"</i>). All members of FEBE, representing 95% of all spirits advertising in Spain should include the new slogan in their advertising campaigns.
Sweden	Since 2005, all Swedish alcohol advertisements must have one fifth of their space devoted to the health warning message.
United Kingdom	There is no industry-wide agreement to display responsibility messages on alcohol advertising. Member companies of The Portman Group (TPG) have agreed to promote the website, www.drinkaware.co.uk on their advertising. Some companies choose to supplement this with a responsible drinking message, the most common being <i>"Please drink responsibly"</i> . As from 1 July 2009 member companies of the Scotch Whisky Association have to include a responsible drinking message of all advertising and print point-of-sale material.












Annex to Commitment 2: Status of Self-Regulation of Advertising for Spirit Drinks




The information provided in this document focuses on three areas of self-regulation for spirit drinks:

- **Self-Regulatory Codes for spirit drinks:** information as to whether there are self-regulation rules in place governing advertising of spirit drinks. When the code owner is a Self-Regulatory Organisation (SRO), this implies the spirits advertising is covered by a specific section of the national self-regulation code. Otherwise the code is owned by the Social Aspects Organisation (SAO) or the CEPS member in that country. This column also provides information on the status of inclusion of the provisions contained in the EFRD Common Standards on Commercial Communications (CS) in the national code, that is, the status of implementation of the CEPS Charter (Charter commitment 2 – codes of conduct on marketing of spirit drinks).
- **Enforcement Mechanism:** information on how the code valid for spirit drinks is being enforced, by which organisation and – in case the organisation is a national self-regulatory organisation (SRO) – what activities they cover.
- **Provisions on Naming, Packaging and Labelling:** are seen as one way to ensure that product development follows the same rules and high standards as those applicable to the marketing of existing spirit drinks. The table below aims to provide information on which countries such rules exist.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Austria	<ul style="list-style-type: none"> › Code owner: Österreichischer Werberat (ÖWR) (SRO). › Some provisions of the CS in place. › Provisions to be added: hazardous activities, alcohol content, performance, social and sexual success, media threshold for minors, pregnancy and age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder involvement (jury) 8. Promotional campaign 9. Website 10. Remit includes Digital Marketing communications 	Not mentioned in the code, but the Code of Procedure for complaints defines advertising in a rather broad sense.










Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Belgium	<ul style="list-style-type: none"> › Code signatories: Belgian Government, FBVS and other associations. › All provisions of the CS are included. › Provisions to be amended: media threshold for minors and age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO (JEP). → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Complaints handling for free 3. Online complaints facility 4. Publication of decisions 5. Appeals procedure 6. Stakeholder involvement (code drafting/jury) 7. Promotional activity 8. Website 9. Remit includes Digital Marketing communications 	Not explicitly mentioned but covered by the broad definition of the term marketing in the explanation of the Code's scope.
 Bulgaria	No code in place.	The Bulgarian self-regulatory body – the National Council for Self-Regulation (NCSR) – will be launched in September 2009	No code in place.
 Czech Republic	<ul style="list-style-type: none"> › Code owner: Forum PSR (SAO). › The Union of Czech Spirits Producers has not formally subscribed to the Ethical Code of Forum PSR. › All provisions of the CS are in place. 	<ul style="list-style-type: none"> → Code enforced by the SRO (RPR). → SRO activities: <ol style="list-style-type: none"> 1. Copy Advice 2. Complaints handling for free 3. Online complaints facility 4. Publication of decisions 5. Appeals procedure 6. Stakeholder involvement (Jury) 7. Website 8. Remit includes Digital Marketing communications 	Packaging is addressed explicitly in the Ethical Code of Forum PSR.
 Denmark	<ul style="list-style-type: none"> › Code signatories: alcoholic beverages producers, industries, consumers and authorities. › All provisions of the CS included. › Provisions to be amended: media threshold for minors and the age of models. 	<ul style="list-style-type: none"> → The code is enforced by the Alcohol Advertising board. → Activities: <ol style="list-style-type: none"> 1. Complaints handling for free 2. Online complaints facility 3. Website 	Not covered in code.
 Estonia	Ethic code (March 2008) in development with basic provisions.	No SRO established.	No code in place.
 Finland	Due to the highly restrictive legislative environment, self-regulation is not an important element for alcohol advertising.		

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 France	<ul style="list-style-type: none"> › Code owners: “Entreprise&Prévention” (SAO) together with sectoral trade associations and the “Autorité de régulation professionnelle de la publicité, ARPP (SRO). › Provisions to be amended: media threshold for minors. 	<p>→ Code enforced by the SAO.</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaint handling for free 4. Online complaint facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder involvement (code drafting and jury) 8. Promotional activity 9. Website 	<p>“Entreprise&Prévention” adopted specific guidelines on the naming, packaging and distribution of new products.</p>
 Germany	<ul style="list-style-type: none"> › Code owner: Deutscher Werberat (DW) (SRO). › Almost all CS provisions in place. › Provisions to be amended: media threshold for minors. 	<p>→ Code enforced by the SRO.</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholders involvement (code drafting) 8. Promotional campaigns 9. Website 10. Remit includes Digital Marketing communications 	<p>Covered in the German spirits association (BSI) Grundsatzpapier covering naming and packaging of products.</p>
 Greece	<ul style="list-style-type: none"> › The Declaration Plan of Principles and Self-Regulation was signed by the Federation of Greek Distillates & Spirits (SEAOP) and the Association of Drinks Companies (ADC). › Most of the CS provisions included. › Provisions to be added: age threshold of models, pregnancy, alcohol content. › Provisions to be amended: media threshold for minors. 	<p>→ Code enforced by the SRO.</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder involvement (code drafting and jury) 8. Website 	<p>Not covered in the code.</p>











Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
	<ul style="list-style-type: none"> › Code owner: "Önszabalyozó Reklam Testület" (ÖRT) (SRO). › The Hungarian Spirits Association (HSA) has subscribed to the ÖRT code. › Most of the key provisions of the CS are included. › Provisions to be added: age threshold for models and media threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder involvement (code drafting & jury) 8. Promotional campaigns 9. Website 10. Remit includes Digital Marketing communications 	Article 1 of the code defines its scope as "business practices towards the consumer in general".
	<ul style="list-style-type: none"> › Code owners: Content Code: The Advertising Standards Authority Ireland (ASAI) (SRO) Placement Code: monitored by the Alcohol Marketing Communications Monitoring Body (AMCMB) (SRO) Naming, Packaging and Promotions Code: MEAS (SAO). › All the above codes are complementary. › All provisions of the CS are in place. 	<ul style="list-style-type: none"> → Code enforced by SRO and SAO (for naming, packaging and promotions). → SRO activities: <ol style="list-style-type: none"> 1. Copy advice (ASAI only) 2. Monitoring of compliance 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder participation (in code drafting and Jury) 8. Promotional campaigns 9. Websites 10. Annual Reports on compliance (AMCMB only) 	Covered in the MEAS Code.
	<ul style="list-style-type: none"> › Code owner: "Istituto dell'Auto-disciplina Pubblicitaria" (IAP) (SRO). › Almost all provisions in place. › Provisions to be added: hazardous activities and pregnancy. › Provisions to be amended: age threshold for minors and the age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Complaints handling for free 3. Online complaints facility 4. Publication of decision 5. Appeals procedure 6. Stakeholder participation (in Jury) 7. Promotional campaigns 8. Website 9. Remit includes Digital Marketing communications 	Naming, packaging and labelling are not specifically mentioned but the term advertising is defined very broadly in the Preliminary and General Rules section of the code.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Latvia	<ul style="list-style-type: none"> › Code owner: Latvian Spirits Organisation. › Almost all provisions in place. › Provisions to be added: media threshold for minors. 	No SRO in place. The code is enforced by a Council of Ethics.	Not covered in code.
 Luxembourg	Code owned by the local SRO (CLEP). Includes some provisions on alcohol.	Commission Luxembourgeoise pour l'Éthique en Publicité (CLEP) established in May 2009.	Not covered in code.
 Malta	<ul style="list-style-type: none"> › Code owner: The Sense Group (SAO). › The Code of Practice for the alcohol industry includes elements of the CS, however this is limited to promotions and naming, packaging and labelling. 	No SRO established.	The code covers naming, packaging and labelling.
 The Netherlands	<ul style="list-style-type: none"> › Code owner: STIVA (SAO); the code is included into the broad "Nederlandse Reclame" Code of the SRO (SRC – Stichting Reclamecode). › Code includes all provisions of the CS. 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Monitoring 2. Complaints handling for free 3. Online complaints facility 4. Publication of decision 5. Appeals procedure 6. Stakeholder participation (in code drafting and in Jury) 7. Promotional campaigns 8. Website 9. Remit includes Digital Marketing communications 	Naming, packaging and labelling are mentioned under the alcohol beverages specific rules.



Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Poland	<ul style="list-style-type: none"> › Code owner: Polish Spirits Industry (PPS). › Code adopted in 2006 includes all provisions of the CS. 	<p>→ In 2008, the Polish Spirits Industry (PPS) joined the Polish SRO (<i>Rada Reklamy</i>).</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling free of charge 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholders participation (code drafting and jury) 8. Promotional activity 9. Website <p>At the moment, the SRO does not fully cover all the items in the PPS code (especially regarding monitoring of advertising relevant for PPS).</p>	Naming, packaging and labelling are not specifically mentioned but covered under the broad definition of advertising within the code.
 Portugal	<ul style="list-style-type: none"> › Code owners: ANEBE, APAN (Association of advertisers), Vini Portugal and APA (Association for Advertising and communications agencies). › Almost all CS provisions are in place. › Provisions to be added: age threshold of models and media threshold for minors. 	<p>→ Code enforced by the SRO.</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decision 6. Appeals procedure 7. Stakeholder participation (in code drafting and in Jury) 8. Website 	No provision on naming, labelling and packaging.
 Romania	<ul style="list-style-type: none"> › Code owner: Romanian Advertising Council (RAC-SRO). › There is no formal recognition of this code by the Romanian Spirits Association. › Some CS provisions are in place. › To be added: hazardous activities; health aspects; pregnancy, alcohol content, sexual and social success; media threshold for minors and age of models. 	<p>→ Code enforced by the SRO.</p> <p>→ SRO activities:</p> <ol style="list-style-type: none"> 1. Monitoring 2. Complaints handling for free 3. Online complaints facility 4. Stakeholder involvement (in code drafting and in Jury) 5. Website 6. Remit includes Digital Marketing communications 	Not covered by code.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Slovak Republic	<ul style="list-style-type: none"> › Code owner: Slovak Advertising Standards Council (RPR) (SRO). › There is no formal recognition of this code by the Slovak Spirits Association. › The code includes some elements of the CS. › Provisions to be added and/or amended: are threshold for minors, age of models, alcohol content, health, pregnancy, sexual and social success 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling 4. Online complaints facility 5. Publication of decision 6. Stakeholder involvement (in code drafting and in Jury) 7. Website 	Naming, packaging and labelling are not specifically mentioned but covered under the broad definition of advertising within the code.
 Spain	<ul style="list-style-type: none"> › Code owner: "Federación Española de Bebidas Espirituosas" (FEBE). › All CS provisions are in place. 	<ul style="list-style-type: none"> → Code enforced by the SRO (Autocontrol). → SRO activities: <ol style="list-style-type: none"> 1. Copy Advice 2. Complaints handling for free 3. Online complaints facility 4. Publication of decision 5. Appeals procedure 6. Stakeholder involvement (in code drafting and in Jury) 7. Promotional campaigns 8. Website 9. Remit includes Digital Marketing communications 	Naming, packaging and labelling are not specifically mentioned but covered under the broad definition of advertising within the code.
 Sweden	<ul style="list-style-type: none"> › Self-regulation is limited as extensive regulations apply to advertising of alcoholic drinks. › Code owner: the Swedish Spirits and Wine Suppliers that introduced ethical rules in 2004. › Almost all CS are in place. 	<ul style="list-style-type: none"> → Code enforced by the SRO (<i>Marknads Etiska Rådet</i>). → SRO activities: <ol style="list-style-type: none"> 1. Complaints handling for free 2. Publication of decision 3. Appeals procedure 4. Stakeholder involvement (in Jury) 5. Promotional activity 6. Website 	Specific restrictions apply for naming, labelling and packaging through the retail monopoly.





Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
United Kingdom	<p>Code owners:</p> <ul style="list-style-type: none"> ▶ The Advertising Standards Authority (ASA) (SRO). ▶ The Portman Group (TPG) (SAO) regulates naming, packaging and promotions of alcoholic drinks. ▶ The Scotch Whisky Association (SWA) has set up a Code of Practice including key elements of the CS. ▶ All codes include almost all CS provisions and go beyond them (for example, the media threshold 75/25) ▶ Provision to be added: pregnancy. 	<ul style="list-style-type: none"> → Codes are enforced by the SRO, SAO and SWA in relation to its Code. → SRO activities: <ol style="list-style-type: none"> 1. Copy advice 2. Monitoring 3. Complaints handling for free 4. Online complaints facility 5. Publication of decisions 6 Appeals procedure 7. Stakeholder involvement (in code drafting and in Jury) 8. Promotional campaigns 9. Website 	<ul style="list-style-type: none"> → Provisions on naming, packaging and labelling are covered in The Portman Group Code. → Labelling and packaging is explicitly mentioned in the scope and definition of the SWA Code of Practice.

Sources: *European Spirits Organisation – CEPS members/ SAOs/ EFRD/ SROs and the European Advertising Standards Alliance (EASA).*

Glossary of terms

SRO: Self-Regulatory Organisation: body set up and funded by the advertising industry to apply a code or rules regulating advertising content (for example, see www.easa-alliance.org).

SAO: Social Aspects Organisation: body set up and funded by the drinks industry to promote responsible drinking and to help reduce alcohol-related harm (list available on the EFRD website, see www.efrd.org).

The EFRD Common Standards on Commercial Communications comprise a set of provision for responsible marketing which have been endorsed by the European Spirits Organisation – CEPS as well as additional Guidelines which have not been endorsed so far.





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