



Discouraging irresponsible
alcohol consumption

EU Alcohol and Health Forum

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23 November 2012

Ten Priorities. One Future.



Making a difference through beer





18+ **PENTRU CEI PESTE 18 ANI** - www.desprealcool.ro

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18 Alkohol. Tylko dla pełnoletnich

PERONI NASTRO AZZURRO è la birra premium italiana numero uno. Ha un gusto intenso e rinfrescante con un inconfondibile stile italiano.
PERONI: Birra Superiore dal 1846

Da consumarsi preferibilmente entro la fine / Stabilimento Best before end / Brewery

BIRRA-BEER
ALC. 5,1%VOL

33cl e
330ml



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PRODOTTA E CONFEZIONATA IN ITALIA DA: / BREWED AND BOTTLED IN ITALY BY:
S'p'A BIRRA PERONI
VIA BIROLLI, 8 - ROMA
INGREDIENTS: WATER, BARLEY MALT, CORN, HOP

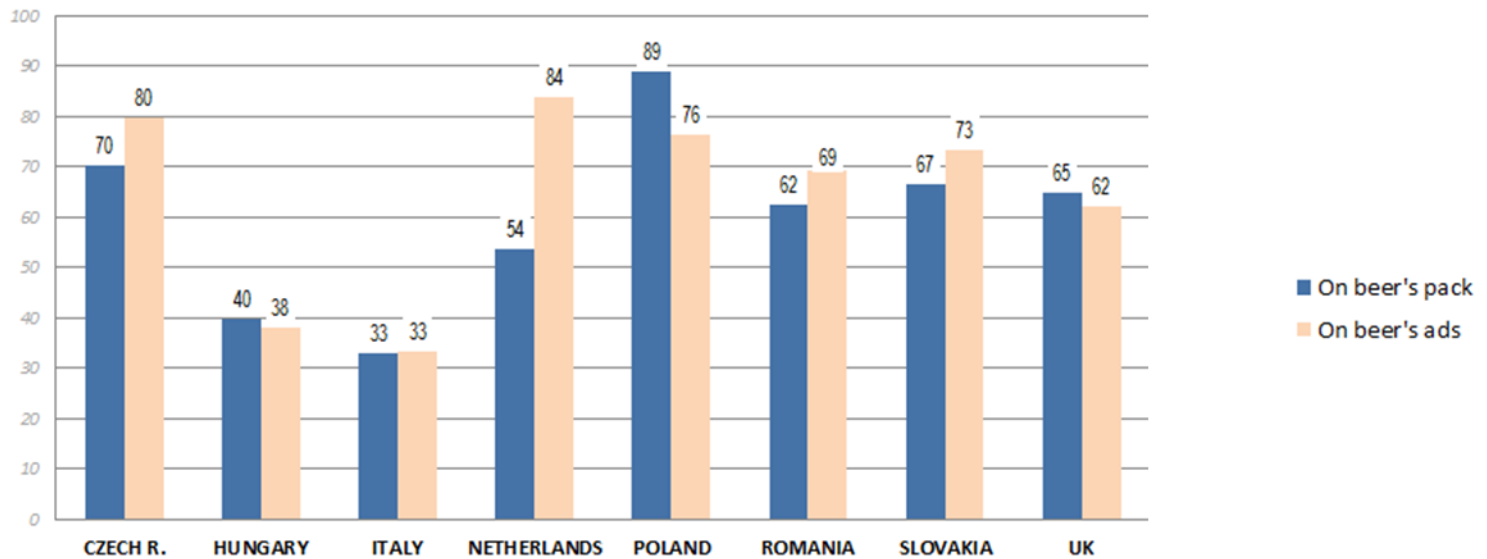


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Outcome

Responsible Drinking Message - % Sources of awareness



Any SABMiller 65 / 75% 35 / 35% 27 / 26% 11 / 22% 24 / 24% 43 / 50% 54 / 59% 34 / 39%

Q3. Which did you notice on beer's packages? PROMPTED

Q4. Which did you notice on beers adverts, that is whilst watching TV, at the cinema, on billboards, surfing the internet or reading newspapers or magazines? PROMPTED

Source: Brand Tracking F13Q2



Increasing the impact



Labelling



Raising Awareness through
programmes/
communications



To combat alcohol abuse we all need
to engage consumers and work together.

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