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## Pernod Ricard's position on alcohol-related issues

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### Responsible drinking

Pernod Ricard believes that being a responsible drinker means knowing when and how much to drink, when to stop drinking, and when not to drink at all.

Drinking alcohol is **not for everyone** and may be **inappropriate** under some circumstances. Underage individuals, pregnant women and others advised not to drink by their health care practitioners should not drink alcohol. People who are driving should strictly comply with the blood alcohol content (BAC) limit set by local road safety laws and regulations, and ultimately, we believe that the most responsible way to enjoy our products is to not consume them before driving.

We respect the **right of every adult** to choose whether to consume alcoholic beverages or not, and we encourage those who decide to drink to do so responsibly and to follow the **official drinking guidelines** and recommendations on alcohol consumption applicable in their local country.

### Alcohol & health

Pernod Ricard acknowledges that drinking alcohol may cause **health problems in certain circumstances**.

In particular, regular heavy drinking has been associated with a number of illnesses, including liver disease, high blood pressure, heart disease and certain types of cancer. Some scientific research has found an association between light to moderate alcohol consumption and an increased risk of breast cancer in women. Cancer is a complex disease that is influenced by many factors, and drinking alcohol may be one of these. If you have questions about your own drinking and how it may affect your health, you should consult your healthcare professional.

For further general information on how alcohol may affect health, you can consult: <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm> ; [www.nhs.uk/live-well/alcohol-support/the-risks-of-drinking-too-much/](http://www.nhs.uk/live-well/alcohol-support/the-risks-of-drinking-too-much/)

For further general information on cancer risk factors: <https://www.cancer.gov> [www.cancerresearchuk.org](http://www.cancerresearchuk.org)

### Alcohol & underage drinking

Pernod Ricard does not encourage and is strictly against underage drinking; underage individuals are not and should not be consumers of our products. Many harms are associated with drinking at an early age. Because the bodies and brains of young people are still developing, drinking can cause serious harm and contribute to mental health problems and alcohol dependence.



Pernod Ricard supports the adoption of a legal purchasing age in each market in which we operate. In those countries that currently have no legal age limit, we believe that our products should not be available to anyone under the age of 18 years.

In order to prevent the sale of our products to underage individuals, we have committed to add on all our labels an age restriction logo - wherever legally permissible or feasible - to send a clear message to all communities that our products should not be bought or consumed by underage people.

We are also committed to marketing our products exclusively to adult consumers. Pernod Ricard has a strict Code for Commercial Communications that ensures that all our marketing materials are directed to adult consumers only. We apply the same discipline to all our marketing, including online.

In many countries where Pernod Ricard operates, we work with external partners to help reduce underage drinking. Our efforts include programmes to educate young people about the risks associated with alcohol and to delay the age of their first drink, and to help parents engage with their children about drinking and positively influence their future behaviour. We also support age-verification schemes in partnership with retailers and authorities to ensure that consumers' ages are regularly checked in order to prevent sale to underage purchasers.

## Alcohol & driving

Pernod Ricard is committed to helping to reduce alcohol-related traffic injuries and deaths around the world.

Even when consumed moderately, alcohol reaches every part of the body and acts directly on the brain, affecting people's ability to drive safely and decreasing how quickly they react.

We believe that appropriate legal blood alcohol limits (BAC) for driving should be set by governments and that they should be strictly enforced. Where no legal BAC limit exists, we encourage local authorities to set appropriate standards for driving, and we support the implementation of an 0.5 BAC (0.5gr of alcohol per liter of blood) or lower for the general driver population. However, whatever the legal BAC limit, we believe that the most responsible way to enjoy our products is to not consume them before driving.

Our initiatives in various countries in which we operate are a demonstration of our commitment to reducing car accidents related to alcohol. For example, amongst such initiatives, we have partnered with the United Nation Institute for Training and Research (UNITAR) to roll out Autosobriety, an educational programme for drivers that aims at raising awareness about the risks of driving while intoxicated and the legal ramifications, thereby instilling a sense of responsibility to avoid drink driving. We support educating consumers through campaigns to raise awareness about the dangers of drinking and driving and to encourage them to change their attitudes and

habits. Pernod Ricard also supports designated driver initiatives and on special occasions we provide free public transport. Pernod Ricard also has internal policies around drinking and driving in place for all its employees.

## Alcohol & binge drinking

“Binge” (also called “heavy episodic”) drinking is the consumption of a large amount of alcohol in a short period of time to the point of intoxication. Binge drinking is always a harmful drinking pattern that can result in injury, social problems, and can be harmful to health.

Recent surveys show that the prevalence of heavy episodic drinking is decreasing in most parts of the world and this is a very encouraging trend<sup>1</sup>. Binge drinking is also at its lowest in the history of monitoring student consumption in Europe since 1995<sup>2</sup>.

Pernod Ricard strongly believes that binge drinking is not compatible with the spirit of convivialité. There is no place for bingeing in the responsible enjoyment of our products.

We are committed to reducing binge drinking and promoting responsible drinking patterns among our adult consumers. We support initiatives to inform consumers about the risks of binge drinking, to make excessive drinkers change their behaviours and make binge drinking unacceptable. In particular, we are working to help reduce binge drinking among young people in the markets where we operate through our flagship initiative Responsible Party, for which a key partner is the Erasmus Student Network ([www.responsible-party.com](http://www.responsible-party.com)). This initiative has been addressing binge drinking amongst exchange students in universities since 2009 and is now expanding to reach all young adults, whether students or not, in Europe and beyond. In its latest iteration, activated with digital and physical means, it is targeting young adults across European, Latin America and African countries, with a bold and provocative message “Drink More... Water”, using the codes of the GenZ to better impact this difficult target.

We are also putting in place training for those who serve our products to help them prevent binge drinking among consumers and we are developing initiatives to support being a responsible host, notably through our on-line training the Bar World of Tomorrow (<https://www.edapp.com/course/the-bar-world-of-tomorrow> ).

Our marketing discipline also reflects our commitment against binge drinking. Our marketing will never condone excessive or irresponsible consumption, and we will never show people who appear drunk or in any way imply that drunkenness is acceptable. All of our advertising must include a clearly legible and prominent responsible drinking message.

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<sup>1</sup> IARD’s trends report on heavy episodic drinking, 2019

<sup>2</sup> ESPAD Report 2019



## Alcohol & pregnancy

Pernod Ricard encourages women who are pregnant not to drink.

When a pregnant woman drinks alcohol, so does her fetus. If she drinks heavily and frequently, the alcohol may irreversibly affect the unborn child's physical and mental development. Therefore, women who are pregnant or intending to get pregnant are generally advised not to drink alcohol. It is also advisable for women who are breast-feeding to avoid drinking alcohol, since alcohol passes into the bloodstream and some of it also passes into breast milk. We encourage you to discuss how alcohol may affect you and your unborn child with your health professional.

To learn more about how our responsible drinking commitments, see <https://www.pernod-ricard.com/en/sustainability-responsibility#responsible-hosting-3876>