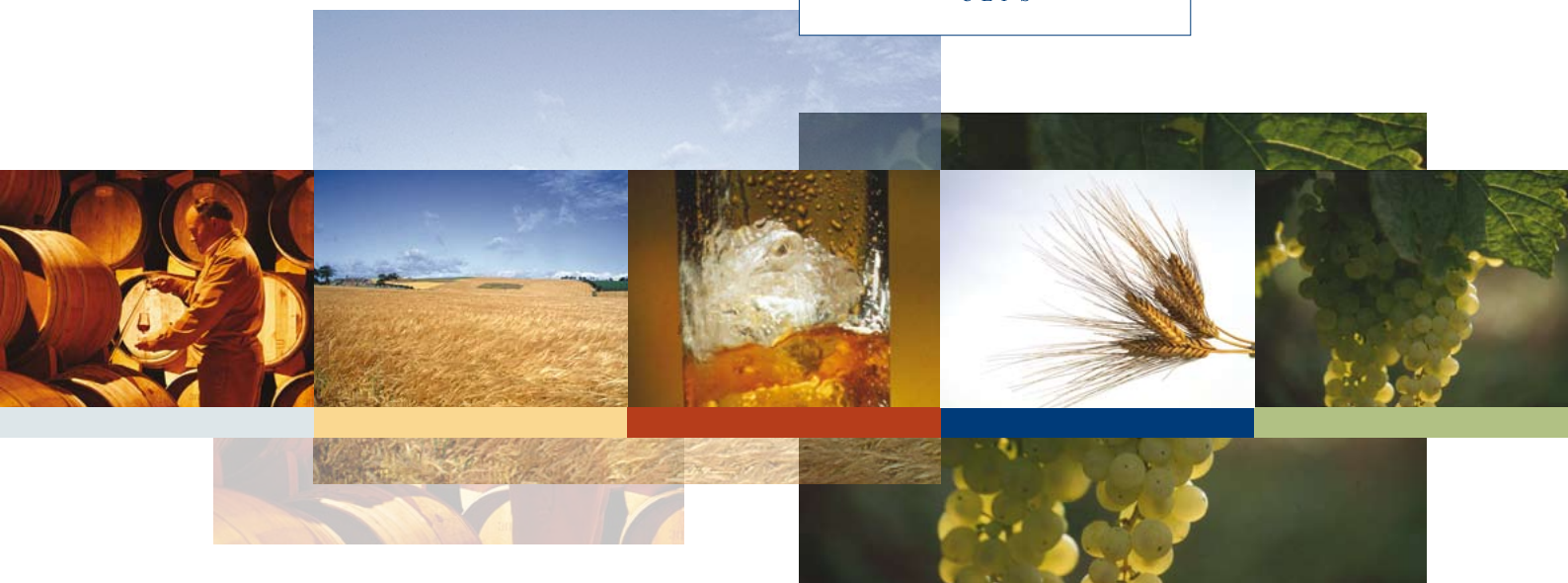


Charter on Responsible Alcohol Consumption

Second year progress report

November 2007







ABOUT THIS REPORT...

This is the second 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 2005¹. Following on from the first report published in November 2006, the objective of this second report is to inform all interested stakeholders of the progress made by the spirits industry over the past 12 months in promoting the responsible consumption of spirit drinks.

The report includes information gathered from August 2006 up until the end of July 2007. The information contained in the report is provided by CEPS member associations, Social Aspects Organisations (SAOs) and individual spirits producers. It also refers to publications such as the Drinks Industry Initiatives Brochure 2007, the Advertising Compliance Monitoring Report 2006, and other sources which are referenced in the report.

For each of the Charter commitments, the report highlights the main progress across Europe and uses national case studies to illustrate good industry practice. Readers interested in learning more about the various industry initiatives should refer to the Drinks Industry Initiatives Brochure 2007 or to the European Spirits Organisation – CEPS website (www.europeanspirits.org).

The information contained in the report has received independent assurance from KPMG Sustainability. Their assurance report can be found on page 30.

¹To read the CEPS Charter and the First Charter Progress Report, please see www.europeanspirits.org



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Foreword by the President



When the European Spirits Organisation – CEPS took the unprecedented decision in November 2005 to launch its Charter on Responsible Consumption, there were those amongst our membership who raised the concern that, however much or effectively the sector tried to address the problem of alcohol misuse, some would continue to doubt our sincerity. Happily, those members were also persuaded that the fact that some people will always view any alcohol industry responsibility initiative with suspicion must not be allowed to prevent the spirits sector from doing what it believes to be the right thing.

With the launch of the EU Alcohol and Health Forum in June 2007, the European Spirits Organisation – CEPS has received a ringing endorsement that we are indeed doing the right thing. The Forum is an initiative of the European Commission and represents one of the most important actions resulting from the EU strategy to address alcohol-related harm adopted by the European Commission in October 2006. The Forum seeks to bring together any stakeholder with an interest in helping to tackle alcohol-related harm and requires all members to commit to specific actions that they will undertake to help address the issue, which will be subsequently monitored. In essence, the Forum is inviting all stakeholders to, like CEPS, make commitments and monitor their implementation. CEPS signed up to the Forum as a founding member on 7 June 2007 and looks forward to sharing its experience on Charter implementation and monitoring with other interested stakeholders.

Another important development in 2007 is the arrival of Bulgaria and Romania, not just as EU members, but as CEPS members. On joining CEPS as full members, the Bulgarian and Romanian spirits associations, BAPITSD and GARANT, have also signed up to the commitments of the Charter. These are both countries where self-regulation is at an extremely early stage of development and where implementation of their Charter commitments will be particularly challenging. CEPS strongly welcomes their enthusiasm to comply and will provide whatever support it can in helping them to do so.

I hope you find the second year progress report on implementation of the CEPS Charter informative and useful and we would very much appreciate any comments you might have on the report.



Philippe Mouton
President



The European Spirits Organisation – CEPS

The European Spirits Organisation – CEPS is the voice of the European spirits industry. Its membership consists of 37 national member associations representing the spirits industry in 29 countries, in addition to a group of the largest international spirits companies.

THE OBJECTIVES...

The mission and core objectives of the European Spirits Organisation - CEPS can be summarised as follows:

- 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:

It is 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:

It is 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 Standing Committees, including, most notably for the purposes of this report, 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

In the past 12 months, we have seen good progress on implementation of a number of the commitments made in the CEPS Charter on Responsible Alcohol Consumption, but, as this report makes clear, there remains much work to be done if the European spirits industry is to achieve its objective of full Charter implementation by 2010. This objective has become all the more challenging with the arrival of two new EU Member States, namely, Bulgaria and Romania, and, as such, two new national associations of spirits producers to the CEPS family, BAPITSD (Bulgaria) and GARANT (Romania), both of whom are also fully committed to CEPS Charter implementation.

At EU level, progress has been concentrated on preparing two tools for the national membership to assist them in implementing their commitments. The first is a Charter toolkit, which provides a step by step guide on how to implement each Charter commitment. The second is specific to the Charter commitment on education, and is a template for a consumer information website.

Also extremely significant in the last twelve months is the decision of the European Forum for Responsible Drinking – EFRD², to provide funding to help national CEPS members with social responsibility activities. This fund has already supported the launch of the new French and Dutch consumer information websites, namely, www.2340.fr and www.genietmaardrinkmetmate.nl respectively, and other EFRD funded national activities are envisaged in the coming months.

It is indeed in the field of the CEPS commitment on education, or more specifically, making consumers more aware of what responsible alcohol consumption means and what constitutes misuse, that we have witnessed the most progress in the past twelve months. This is no coincidence since it is this commitment which most clearly underlines the overall spirits industry approach to reducing alcohol-related harm. The key to reducing alcohol misuse in the long term is to influence drinking patterns and the starting point for achieving this is to increase consumer awareness of what constitutes irresponsible consumption. We were, therefore, delighted that not only France and the Netherlands, but also Ireland, with www.drinkaware.ie, have launched high profile consumer information websites and Denmark and Sweden have launched more targeted information tools for parents and young people. Progress on this commitment is encouraging and more initiatives are expected over the coming year.

Particularly encouraging as well was the decision of the Polish Spirits Industry (PSI) association to adopt a code on marketing conduct, which incorporates all aspects of the EFRD Common Standards on Commercial Communications³, as well as their commitment to include responsible drinking messages on all advertising. This, together with various company announcements that all EU advertising will include a responsible drinking message, brings CEPS a step closer to reaching its objective of 75% of its members' advertising carrying a responsible drinking message by 2010.

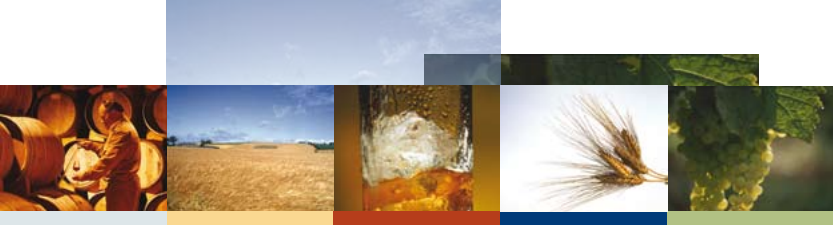
²The European Forum for Responsible Drinking – EFRD is an alliance of leading spirits companies supporting targeted initiatives to promote responsible drinking. EFRD members include: Bacardi-Martini, Brown-Forman, Diageo Plc., Moët-Hennessy, Pernod Ricard, Rémy-Cointreau and V&S Group. See: www.efrd.org.

³For an explanation of what is covered by the Common Standards, please see page 12 under Commitment 2 in this report.

Also encouraging is the fact that despite an end to EU funding for such initiatives, the number and quality of drink-driving initiatives continued to increase over the past year. In this respect, the receipt of an award for most effective social marketing campaign is further testament to the success of the Portuguese spirits industry's '100% Cool' campaign.

The launch of new campaigns on underage and youth drinking in Denmark, Germany and Malta is further evidence that CEPS members are indeed making good progress on all Charter commitments.

Nonetheless, this report also makes clear that much work remains to be done for CEPS and its membership if the ambitious targets we have set ourselves are to be achieved by the 2010 target date. This is particularly apparent in the new EU Member States where self-regulation and corporate social responsibility programmes are still very new concepts. CEPS activity going forward will concentrate on these markets and CEPS is optimistic that EFRD funding will help initiatives in the region. For its part, CEPS is planning a Charter seminar in the region in 2008 with a view to further increasing awareness of the Charter and better understanding the support needed to help CEPS membership make progress.



What CEPS has done / Activities to support members

The first annual progress report on implementation of the CEPS Charter provided an overview of the state of play as of July 2006; more specifically, where each national CEPS member country stood in relation to implementation of each Charter commitment. An important conclusion of this first exercise was that, going forward in the process of implementing the Charter, CEPS would seek to provide practical support to members with recommendations and best practice examples on how to implement the Charter commitments, via a so-called 'Charter toolkit'. This toolkit is all the more important in markets where the concept of industry self-regulation is less developed and organisations are less experienced in responsibility initiatives.

It also became apparent that, most notably in these markets, extra support, whether that is in financial terms or via template tools for implementing certain Charter commitments, would be required to help them kick-start Charter implementation in their respective markets.

A practical guide to implementation / The Charter toolkit

In last year's report, CEPS committed to provide its members with guidelines on best practice as to how to develop responsibility initiatives. This document⁴ is now available to CEPS members.

The guide is practical. It is designed to be used in a flexible way and is adaptable to local, cultural and national approaches. It helps members plan different stages of implementing the Charter. It is focused on the process of how to deliver the CEPS Charter commitments, but also on the outcomes, and sets out incremental levels of action to take. This guide can be used by trade associations, spirits producers, Social Aspects Organisations⁵ (SAOs) and agencies / consultants, where relevant.

Template website

The objective is to put a template text for a website at the disposal of CEPS members which provides them with consumer information on responsible drinking and which is easily adapted to national drinking cultures. The text has been drafted by external experts in order to ensure its scientific accuracy and, where appropriate, endorsement by independent scientists with expertise on the issue. The text covers information on:

- The impact of alcohol in terms of health;
- Social and cultural benefits of alcohol when consumed in moderation and appropriately by healthy adults as part of a healthy lifestyle;
- Negative impact of abuse and misuse, again, both in terms of health, but also for society as a whole;

⁴The document was drafted thanks to the expertise of Baroness Jean Cousins, former CEO of The Portman Group (TPG), based in the UK.

⁵**Social Aspects Organisations (SAOs)** are drinks industry funded organisations. They aim to promote sensible drinking, to help reduce alcohol misuse, to foster a balanced understanding of alcohol issues and some of the SAOs are also involved in promoting responsible marketing. A list of the national SAOs operating in the EU is available at www.efrd.org.

- What is considered responsible and harmful behaviour both in terms of volume and patterns;
- A list of tips for all kinds of people and all types of drinking occasions to help reduce harm.

The template text⁶ was adopted in September 2007.

EFRD funding for responsible drinking programmes

In order to support the implementation of responsible drinking programmes in all CEPS member countries, the European Forum for Responsible Drinking - EFRD created a dedicated budget line for this purpose in March 2007. This kick-start funding mechanism is available to all EFRD members, SAOs and CEPS members in order to help them implement their CEPS Charter commitments. In 2007, funding was provided to Bulgaria (BAPITSD), the Netherlands (STIVA), the Czech Republic (Forum PSR), France (*"Entreprise & Prévention"*), and Hungary (HAFRAC).

National workshops / visits

Following on from the successful industry seminars on responsible behaviour in 2005 and 2006 which resulted in the adoption of the CEPS Charter and subsequently the Charter toolkit, the CEPS Secretariat has concentrated its efforts over the past twelve months on visits to national markets in order to hold more focused bilateral discussions and to agree on national action plans for Charter implementation. Such meetings have taken place with the national CEPS member in Belgium, Estonia, Finland, France, Germany, Hungary, Italy and Latvia and they will continue over the coming months.

⁶The template content was jointly commissioned by the European Spirits Organisation – CEPS and EFRD, and developed by AIM, 'Alcohol in Moderation', an independent organisation whose role is to communicate the responsible drinking message. See: www.aim-digest.com.



Commitment 1: Responsible Drinking Message

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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

In last year's report, CEPS reported that responsible drinking messages (RDMs)⁷ were well established in 7 EU Member States, either by law or further to industry voluntary initiatives.

The report identified markets where RDMs exist but do not cover 75% of advertisements⁸, as well as those where RDMs were not yet applied. Concerning the latter category, it should be noted that the commitment is completely undermined in markets where advertising of spirits is prohibited or severely restricted (for example, in Finland, Slovenia and Sweden), or where warning labels are required by law (Latvia).

Going forward, the challenge for CEPS was to help those countries where RDMs are applied only by some companies or not applied at all.



SUMMARY OF STATUS IN JULY 2007

Countries where the 75% target is achieved ⁹	Countries where RDMs exist but the 75% target has not been reached	Countries where severe restrictions on advertising of spirit drinks ¹⁰ are in place
Belgium France Greece Hungary ¹¹ Ireland Portugal Spain United Kingdom ^{11bis}	Austria Bulgaria Cyprus Czech Republic Denmark Estonia Germany Italy Luxembourg Malta The Netherlands Poland Romania Slovak Republic	Finland Latvia Slovenia Sweden

⁷ A responsible drinking message (RDM) is a positive message to consumers to remind them to drink more responsibly.
⁸ The 75% target is calculated in terms of number of advertisements.
⁹ In all these markets, whether by legislation or voluntary agreement, RDMs must be included on all advertising. However, in some cases, existing rules do not yet cover website advertising.
¹⁰ Restrictive legislation on advertising in these markets means that the relevance of this commitment is questioned.
^{11, 11bis} Data from the UK and Hungary 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 2006 / 2007

In **Hungary**, the 75% target for numbers of spirits advertisements carrying a responsible drinking message (RDM) has now been achieved. In March 2007, the Hungarian Spirits Association's members agreed on the voluntary use of the following message "*Minőséget, mértékkel*" ("*Quality not Quantity*"). In the meantime, Zwack, which is one of the biggest advertisers in the spirits sector in Hungary, employs the following message on all its advertising "*Zwack minőséget, de mértékkel*" ("*Drink Zwack Responsibly*").

In **Poland**, the new Code of Marketing Conduct for the Polish Spirits Industry (PSI) association adopted in December 2006 includes a provision that all advertisements, promotional and information materials should contain a visible message concerning the responsible consumption of alcohol. The content of the message is not specified but it is stressed that it should be clearly legible.

The process of introducing RDMs does not occur overnight, particularly where such an initiative is on the basis of a consistent approach for the entire spirits industry, and all the more so where a similar commitment is being sought from other alcoholic beverage sectors, as is encouraged by CEPS. Some other members of CEPS have initiated the process of discussing this commitment with their members over the past year.

In other markets where RDMs are well established but not in all media, some members have started internal discussions on the question of websites or other commercial communication channels not covered by existing rules.

In the **Netherlands** and **France**, the industry has decided to include in the RDM the reference to the newly created websites on consumer information (detailed information on this is provided under commitment 6).

At company level, Pernod Ricard announced in December 2006, its decision to use a RDM on all print ads, TV and cinema commercials, and websites as from 2007. The other major spirits producing companies which have now included the use of RDMs in their marketing codes are Bacardi-Martini, Beam Global, Brown-Forman, Campari, Diageo Plc. and V&S Group.

A detailed overview of the situation is provided in Annex 1.



CASE STUDY

Ireland

Responsibility Message

At the end of 2004, members (trade associations and companies) of MEAS (Mature Enjoyment of Alcohol in Society), the Irish Social Aspects Organisation (SAO), agreed on a voluntary basis to use a responsible drinking message (RDM) on all advertising by the end of February 2005. The agreed message was “Enjoy [brand name] *sensibly*”.



In September 2005, MEAS provided its members with responsibility messaging guidelines. These guidelines have been put in place to ensure the clarity and the legibility of the responsibility message and members were strongly encouraged to follow these guidelines in order to ensure the consistency and prevalence of the message. The document comprises detailed guidelines for broadcast and print advertising, including positioning, size and font.



In Ireland, any media advertising has to be pre-vetted by the CCCI (Central Copy Clearance Ireland). When the advertisement is completed, it must be submitted to CCCI for final approval and issuing of a Publication Certificate and Approval Number. Since the adoption of the guidelines on responsibility messaging, MEAS and CCCI have an agreement that the existence of a clear and legible RDM be a prerequisite for approval of the advertisement.

In 2006, the EFRD Report on Advertising Compliance¹² reported that Ireland had a 0% non-compliance rate for responsible drinking messaging.

¹²The Advertising Compliance Monitoring report covers print and TV adverts, but not internet.





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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

In the first year CEPS Charter progress report, it was reported that codes of conduct on marketing of spirit drinks or all alcoholic beverages are already well developed in Europe. Of note, was that all but seven CEPS member countries have self-regulatory codes of advertising in place.

The report identified different types of local situations across EU Member States. Some countries, like the Netherlands, have already implemented the Charter commitment. Others have well developed self-regulatory codes and need to include minor changes in their framework to implement the Charter commitment – this is the case in Belgium, Germany or Spain, for example. In other markets, some rules exist but they do not cover a number of the provisions of the EFRD Common Standards. Elsewhere, codes exist but are not adopted by the CEPS member (this is the case in Hungary and the Slovak Republic). In some EU countries, there are no self-regulatory codes in place, such as Cyprus, Estonia and Malta. Finally, in some countries, commercial communications for alcoholic beverages is highly regulated or prohibited and consequently, the local industry questions the relevance of drawing up a code (Finland and Slovenia, for instance).



SUMMARY OF STATUS IN JULY 2007

Countries where national codes of conduct are aligned with the EFRD Common Standards on Commercial Communications ¹³	Countries with a limited code or no code in place	Countries with severe advertising restrictions in place
Belgium Denmark France Germany Greece Ireland Italy The Netherlands Poland Portugal Spain Sweden United Kingdom	Austria Bulgaria Czech Republic Cyprus Estonia Hungary Latvia Luxembourg Malta Romania Slovak Republic	Finland Slovenia



PROGRESS IN 2006 / 2007

In **Poland**, on 1 December 2006, the Polish Spirits Industry (PSI) association adopted its Code of Marketing Conduct for the Polish Spirits Industry. The initiative was agreed at the PSI General Assembly in April 2006, where a self-regulation working group was given the task to prepare a draft which was subsequently discussed by all PSI members.

The code covers all commercial communications channels including promotional activities, labelling, naming and packaging. The requirements enshrined in the EFRD Common Standards on Commercial Communications are included in this code. Special sections are devoted to minors (under 18s), drink-driving, hazardous activities and recreation, health-related issues, pregnancy and breast feeding, alcohol content, achievements, social success and sexual success.

With regards to compliance, the code establishes a system whereby an Arbitration Board of the PSI will review complaints concerning potential infringements of the code. An appeal procedure is also incorporated in the code. Decisions taken by the Arbitration Board will be published in the national press and if a company is in violation of the code twice within a period of 3 years, a fine will be imposed by the Board.

¹³In some countries (see Annex 2), only relatively minor changes to their national frameworks appear necessary to enable them to implement all commitments of the CEPS Charter, most notably, newly revised provisions adopted by EFRD (the 70 / 30 rule whereby 70% of the audience must be 18 years old and the minimum age for models depicted in alcohol adverts) are not yet widely implemented in existing national codes.



In June 2007, The Portman Group (TPG)¹⁴ in the **UK** adopted the fourth edition of its 'Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks'.

The following two changes were agreed:

- Drinks companies will remove their branding from children's replica such as sports shirts of teams they sponsor;
- To prevent the encouragement of harmful drinking behaviour via marketing, such as drinking rapidly or to 'down' drinks in one gulp (for example, to avoid using words such as 'shooter' or 'slammer').

The new provisions will come into effect from 1 January 2008.

Full details of the current situation are provided in Annex 2.

Compliance

Monitoring advertising is a central part of the industry commitment on responsible marketing. It provides valuable information on how effectively the current standards, national codes or EFRD Common Standards on Commercial Communications are being applied.

The industry started monitoring advertisements eight years ago. Monitoring is undertaken by local Self-Regulatory Organisations (SROs) across Europe, which are independent from the alcohol beverage industry through the European Advertising Standards Alliance (EASA).

The 2007 monitoring report included TV and print advertising from 15 EU countries shown in 2006: Austria, Belgium, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal, the Slovak Republic, Spain and the UK.

Responsible drinking messages (RDMs) have also been checked in countries where they are either mandatory by law, by an agreement between government and industry, or introduced voluntarily by the local self-regulatory or industry sector code.

A total of 1,559 spirits advertisements were monitored and evaluated against national codes for spirits and / or the EFRD Common Standards in 2006. 78 out of 1,559 adverts were deemed by the SRO not to be compliant with the local code and / or the EFRD Common Standards. The level of compliance regarding content is at 95% compared to the figure of 93.8% for 2005.

¹⁴The Portman Group (TPG) is supported by the UK's leading drinks producers. It is concerned solely with the social responsibility issues surrounding alcohol. Its role is:

- To encourage and challenge the industry to promote its products responsibly, which TPG mainly does through its Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks.
- To show leadership on best practice in the area of alcohol social responsibility through the actions of TPG member companies; and
- To speak on behalf of TPG members on these issues to inform public opinion and policy.



CASE STUDY:

Spain

In 1999, the “Federación Española de Bebidas Espirituosas” (FEBE) the Spanish Spirits Association, created its own code of conduct on the marketing of spirit drinks. This code was developed, in the context of the Spanish regulatory environment, to define the rules and principles to be followed in commercial communications of spirit drinks. It was signed by all members of FEBE.

Content

A first revision of the code started in 2004 to complement the text so that it would take into account new social provisions and extend its coverage to cover adverts on the internet. The updated version of the code was adopted in May 2006. The code contains almost all the rules agreed under the principles of the CEPS Charter and EFRD Common Standards of Commercial Communications. It addresses: Misuse, Underage drinking, Drinking and driving, Hazardous activities, Workplace and recreations, Pregnancy, Alcohol content, Performance, Social success and Sexual success.

The remaining provisions that need to be included in the code to cover the most recent provisions of the EFRD Common Standards are:

- Commercial Communications should only promote alcoholic drinks in print and broadcast media for which at least 70% of the audience are adults;
- Commercial Communications should only use models who are at least 25 years old (the age is currently set at 23 years old in the Spanish Code).

The code also includes a provision establishing a responsible drinking message “*Drink in moderation. It’s your responsibility*”; which all associated companies have chosen to put on all their advertising campaigns.

Compliance

The code is owned by FEBE, but under a Convention signed in June 2003, FEBE handed over the responsibility for its enforcement to ‘Autocontrol’, which is an independent body. Autocontrol, the Spanish advertising Self-Regulatory Organisation (SRO), was set up in 1995.

The agreement on the management of the code provides for:

- **Copy advice** to members of FEBE. It enables FEBE member companies to obtain a pre-broadcast legal opinion from Autocontrol with regard to the compatibility of individual publicity campaigns with the legal and ethical rules laid down in the FEBE Advertising Self-Regulatory Code for spirit drinks.
- A **Complaint Committee** (Jury) is in charge of applying the FEBE code. It offers a complaints mechanism whereby either party may appeal and decisions are published.



AUTO
CON
TROL

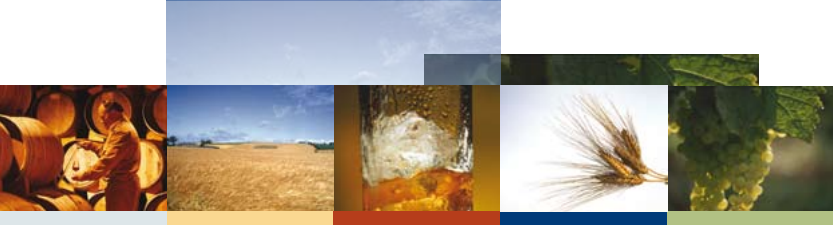
[Asociación para la Autorregulación de la Comunicación Comercial]



This mechanism has become consolidated within the sector. Specifically, the use of the voluntary copy advice service has risen from 293 requests in 2005 to 398 in 2006. As a result, legal disputes in relation to the advertising of beverages have practically disappeared: only 4.3% of the complaints filed to Autocontrol in 2006 (8 out of 187) targeted adverts from the spirits sector.

The estimated time for handling disputes within Autocontrol is 15 days (and 30 days if there is an appeal).

According to the latest EFRD monitoring report, spirits advertisements are 96.1% compliant with the FEBE code (6 out of 155 advertisements monitored were not in compliance).



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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

The report of last year showed that the situation varies greatly from country to country with regards to possible actions to prevent the development of irresponsible products or products appealing to young people¹⁵.

In many cases, the industry has extended its voluntary frameworks for marketing to cover labelling, naming and packaging of the products. Only the UK had established a very specific system, the 'Retailer Alert System' whereby products which fail to conform to the self-regulatory framework can be withdrawn from the market. It was noted that such systems could be incompatible with local competition law in some EU markets.

Alternatively, in countries where the codes only apply to advertising or where there is no system which permits the physical withdrawal of the irresponsible product, the industry can issue press statements denouncing the product and work in cooperation with local authorities to condemn such products (see case study).



SUMMARY OF STATUS IN JULY 2007

Countries where naming, labelling and packaging rules are covered, explicitly or implicitly, by a marketing code ¹⁶	Countries where no provision on naming, labelling and packaging is included in code	Countries where no code / system in place
Austria Belgium Czech Republic France Ireland Italy Malta The Netherlands Poland Spain United Kingdom	Denmark Germany Greece Latvia Portugal Sweden	Bulgaria Cyprus Estonia Finland Hungary Luxembourg Romania Slovenia Slovak Republic

¹⁵The objective is to prevent the development of products that, by their composition, presentation and marketing, are focusing on – or may be particularly appealing to – underage drinkers.

¹⁶Countries where systems cover naming, labelling and packaging without being explicitly mentioned are Austria, Belgium, Italy and Poland.





PROGRESS IN 2006 / 2007

The new marketing code agreed in **Poland** also covers naming, labelling and packaging.

Detailed information is provided in Annex 2.



CASE STUDY

Germany

Alcohol Powder

In 2004, a product sold in a form of alcohol powder hit the German market named 'Subyou'. It could only be ordered via internet and was not stocked by retailers. The presentation of the product raised concerns that it was primarily targeting underage consumers.

The German Federation of Producers and Importers of Spirits (BSI) undertook a series of actions at various levels to remove the product from the market in the context of the German regulatory and self-regulatory environment. For the industry, the two key elements of the German self-regulatory system are the following:

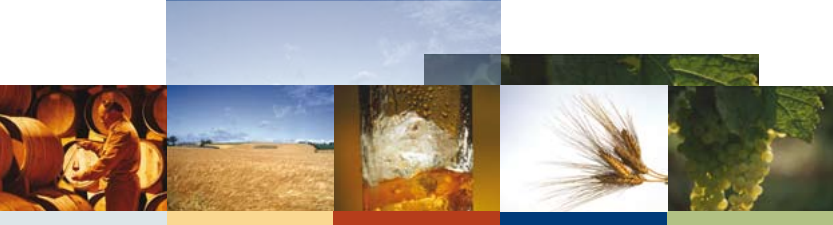


- The German Advertising Council ("*DeutscherWerberat*") whose primary role is to supervise the implementation of the German Code on Commercial Communications for Alcoholic Beverages.
- The Protective Association of the Spirits Industry ("*Schutzverband der Spirituosenindustrie*") which looks at the compliance of the products with competition law and food laws applying to spirits. The members of the association are the BSI as well as individual spirits producers. Other examples of the action taken by the Protective Association of the Spirits Industry include: the investigation of vodka packed in tubes and small bags, the use of product names and presentation of alcoholic drinks close to non-alcoholic drinks or energy drinks.

As a member of the Protective Association, the BSI asked the association to take legal action against the alcohol powder product. In July 2005, the Protective Association decide to bring a legal action against the producer of the incriminating product arguing that the product did not comply with competition rules under German food law with regards to its presentation, labelling and composition.

In parallel, during the year 2004 and 2005, the German Spirits Industry (BSI) issued several public statements via press releases and letters to decision makers to condemn the product and clearly disassociated itself from such products.

The producer was found in breach and agreed, in January 2006, to adjust its approach to comply with the legal requirements. Finally, as a result of both legal and political pressure, the product has now been completely removed from the market and the branded website has been closed.



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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

In its first year progress report on implementation of the CEPS Charter, CEPS lists a number of good examples of industry practices contributing to the objective of discouraging underage consumers' access to alcoholic beverages. Initiatives are taken at company, trade association and SAO level and are adapted to the local culture / habits.

Such initiatives range from raising awareness about existing legislation (for example, in France) to specific programmes on responsible service and / or selling of alcohol through training of staff in the retail and hospitality sectors (for example, in Spain). Examples of voluntary schemes supported by the spirits industry are listed in the CEPS / EFRD brochure of Drinks Industry Initiatives 2007.

In all cases, the report highlighted the importance of good cooperation with the retail and hospitality sectors to ensure the success of campaigns.

It is CEPS' objective to have at least one industry sponsored scheme in each EU Member State.



SUMMARY OF STATUS IN JULY 2007

Countries where underage drinking discouragement initiatives with spirits industry involvement are in place	Countries where no known initiative is in place
Austria Denmark France Germany Greece Ireland Italy Malta The Netherlands Poland Spain United Kingdom	Belgium Bulgaria Czech Republic Cyprus Estonia Finland ¹⁷ Hungary Latvia Luxembourg Portugal Romania Slovak Republic Slovenia Sweden ^{17 bis}

^{17, 17 bis} Significant government campaigns exist in these markets and the need for any industry involvement is questioned.





PROGRESS IN 2006 / 2007

New initiatives have been taken to prevent events encouraging heavy / binge drinking by young people. This was the case in **Germany** and **Malta** where the industry have taken actions against 'flat rate' drinking parties¹⁸ or open bar parties.

In April 2007, members of the German Federation of Producers and Importers of Spirits (BSI) agreed on a list of measures against 'flat rate' and 'all you can drink' promotions. BSI members will no longer accept that their products are sold in discos and bars for 'one- euro-parties' and for 'all you can drink' parties. They will also oppose below cost sales offers on alcoholic beverages in nightclubs and restaurants.

Whenever a member of BSI is made aware of such offers, they will negotiate with their commercial partners to stop the association of their products with those promotions. BSI reserves the right to publicise the names of companies which break the responsible selling rule.

A first training seminar for BSI members was organised in June 2007. A first evaluation of the impact of this measure will be carried out in autumn 2007.

In 2006, in **Malta**, The Sense Group, the local SAO, issued a directive to all its members (producers and importers of alcoholic beverages) to refrain from sponsoring open bar parties, particularly those organised during the festive season. Open bar parties consist of setting a pre-paid price for an event and entitling attendees to an unlimited number of drinks during the event. Such events, which mainly target young people, can often result in excessive consumption of alcoholic beverages.

The past 12 months have also witnessed the launch of new initiatives by the SAO in **Denmark**, GODA, aimed at better educating young people about alcohol misuse: "Til Konfirmanden" is an initiative in Copenhagen targeting young people after their confirmation and "Forældrenetvaerk" is a series of workshops with social workers, teachers, parents and other professionals working with young people. The aim of those workshops was to empower and encourage parents to form networks related to their own teenagers' behaviour, including on alcohol use.

Finally, in **Austria**, a new 'On-Trade Server Education campaign' has been launched by Bacardi-Martini. Evaluation results will be published in March 2008.



CASE STUDY

The Netherlands

"Alcohol onder de 16, nog even niet" ("Alcohol under 16 years, not just yet")

The objective of this campaign is to develop initiatives for both young people and their parents that help prevent underage drinking. It started in 2006 and is organised by STIVA, the SAO in the Netherlands.



¹⁸ A 'flat rate' party describes a party where one has to pay a fixed price for entrance and can drink as much as one wants during the event.

This campaign is based on various elements that were developed during the year:

- A slogan “Alcohol under 16, not just yet”, shown on all TV advertisements for alcoholic beverages with an alcohol percentage of 0.5% to 15%;
- A web portal launched in March 2006, www.alcoholonderde16nogevenniet.nl where parents, young people and teachers can find relevant information on alcohol-related topics;
- Flyers targeting suppliers, parents and young people were distributed;
- A radio commercial, aired on national public and commercial radio stations and local public stations.

In December 2006, 800,000 flyers were distributed in supermarkets.

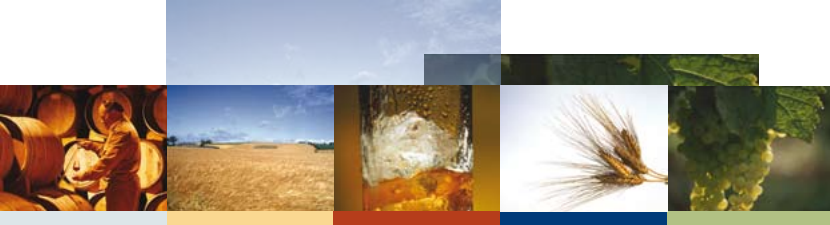
The research company, Blauw Research, carried out an evaluation of the slogan among 1075 respondents (parents, teachers and adolescents).

The results show that:

- 1) 95% of all 16-18 year old adolescents know the slogan.
- 2) The message is known to 80% of parents, teachers and adolescents.
- 3) More than 75% in all three research groups can recite the actual slogan.
- 4) Appreciation of the slogan: 6.7 on a scale of 1 to 10.
- 5) The slogan makes parents, teachers and young people in particular aware of the fact that young people under the age of 16 should not drink.
- 6) The slogan motivates the respondents to encourage (other) adolescents not to drink before they reach the age of 16 years.

WIJ VERKOPEN...
GEEN ALCOHOL <16





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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

As reported in the first year progress report on implementation of the CEPS Charter, drink-driving initiatives exist in the majority of the EU Member States.

The most used concept is the so-called 'designated driver' which was first developed in 1995 in Belgium. Partly, as a result of the political and financial support of the European Union, an increasing number of designated driver campaigns were subsequently launched across Europe. The campaigns have different names across Europe: some name the designated driver, for example, 'SAM' in France, 'BOB' in Belgium or the 'Party-driver' in Hungary, while others promote a behaviour such as 'The team player' in Denmark, '100% Cool driver' in Portugal, 'Drive straight and designate' in Ireland or 'Drink or drive, you decide' in the UK. These campaigns have expanded not only to promoting a designated driver, but also in promoting alternative transportation, such as taxis or public transport, with special incentives such as the distribution of free public transport tickets to those attending company branded events¹⁹.

Depending on the legal and cultural national context, parallel initiatives focusing on supporting consumers to assess their level of blood alcohol concentration (BAC limit) have been developed. Examples can be found in the Czech Republic with the 'Promille SMS' service by which drivers can find out their likely BAC level and estimated time to sober-up before driving again (www.promilesms.cz), or the French 'fixed electronic breathalysers' which are disseminated at point of consumption both by "Entreprise & Prévention" and its member companies. Interesting initiatives also include the one by V&S Group, which has installed alcohol ignition interlocks in all distribution vehicles at V&S logistics centres.

Together with the challenge of involving more members in drink-driving campaigns, CEPS faced a new challenge in 2007 as a result of the EU's decision to cease funding for such initiatives²⁰. However, commitments remain and all campaigns are still running in 2007.

¹⁹ Bacardi, for example, recently implemented such an initiative in the Netherlands.

²⁰ The European Union funded designated-driver campaigns from 2001 – 2006. Financial support ended in February 2007.



SUMMARY OF STATUS IN JULY 2007

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 Czech Republic Denmark France Germany Hungary Ireland Italy Malta The Netherlands Poland Portugal Spain Sweden United Kingdom	Belgium Finland Greece Luxembourg	Bulgaria Cyprus Estonia Latvia Romania Slovak Republic Slovenia



PROGRESS IN 2006 / 2007

In **Denmark** and in **Poland**, the industry supported the 'European Night without Accident'²¹. The event took place on the third Saturday of October 2006, in 13 EU countries. It is carried out by young volunteers who are posted in nightclubs and welcome drivers at the entrance encouraging them to have a responsible attitude behind the wheel.

As of March 2007, the **Portuguese** spirits association launched the fifth stage of its drink-driving campaign '100% Cool'²². This year, in addition to the campaign material (cinema spots and advertising in cinema foyers, washroom posters, free postcards, outdoor flyers, www.100percentocool.pt website and 'Night Brigades'), a short movie contest was organised whereby young adults were invited to shoot amateur videos aiming at promoting the designated driver concept. Luís Figo, the famous Portuguese football player, will award the prizes.

The '100% Cool' designated driver campaign received the Gold Prize "*Premios Efficacia*" for the most effective social marketing campaign in 2006.

It is important to note that, thanks to proper evaluation of these campaigns, they are refined year-upon-year to better meet its target groups. This was the case for instance, in the **Czech Republic** where a song and a video clip with well-known musicians and celebrities was launched on TV and radio channels to accompany other initiatives already in place.

Further to representations made by the industry²³, the European Commission agreed that the designated driver campaigns could continue using the logo of the Commission (adding the sentence, "*initiated by the EC*"), despite the absence of EC funding. Authorisation to use the logo is granted based on a short dossier describing the objectives, campaign elements, period of the campaigns,

²¹This programme is run by Responsible Young Drivers with the financial support of the European Commission. For more information, please see www.ryd.be/national/uk/who_are_we.htm.

²²For detailed information on the campaign, please see www.100percentocool.pt.

²³Letter from EFRD Chairman to Commissioner Jacques Barrot in September 2006; Response from Commissioner Jacques Barrot in December 2006.



partners, evaluation methodology and reporting mechanism. In 2007, the following countries submitted a request to the European Commission : Hungary, Ireland, Malta, Poland, and Spain.

In 2006 and 2007, Diageo also launched a number of initiatives, notably the 'Johnnie Walker – Responsible Drinking Pit Stop' with Formula 1 driver Mika Hakkinen as a responsible drinking ambassador helping to increase awareness about the dangers of drink-driving. Such initiatives were launched in **Germany, Greece, Hungary and Poland.**



CASE STUDY

Malta

'Who will be the leader tonight?'

The concept of the designated driver was introduced in Malta in 2001. The objectives are to raise awareness among young people of the dangers of drinking and driving and to encourage the use of a designated driver as a normal behaviour.

The campaign is run by The Sense Group, the Social Aspects Organisation (SAO) in Malta, founded in 1997, and supported by companies which produce and sell alcoholic beverages in the country.

The campaign has been developed around a slogan, 'Who will be the leader tonight?'. The campaign elements include:

- Television spots to be shown in popular programmes;
- Radio spots as reminder of the designated driver message;
- Bus shelters / billboard promotions;
- Message on the web page to promote a moderate and responsible drinking lifestyle;
- Car stickers distributed to drivers.

The campaign usually focuses on periods where alcohol consumption in Malta is highest, most notably, around Christmas and New Year as well as during summer months. The main target audience is young drivers (aged 18 – 27 years), although the message applies equally well to older consumers.

Although there are no official statistics in Malta that measure the degree of drink-related road accidents, the Police Department constantly report that there is a downward trend in such accidents and that they are partly the result of educational campaigns.



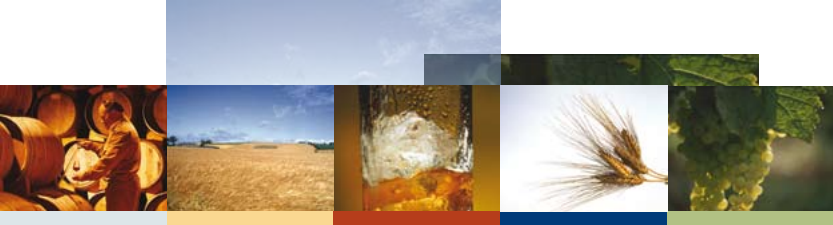
A survey was conducted in November 2005 to measure the awareness of the designated driver concept in Malta. The results reveal that:

- (1) 32% of respondents have applied the principle of the designated driver at least once.
- (2) 98% believe that the promotion of the designated driver concept is a very good initiative.
- (3) 96% believe that this initiative can help in reducing the problem of drinking and driving.
- (4) When promoted, 30% of all respondents recalled the 'leader' campaign which is part of the Pan-European campaign.

Overall, in 2006, Malta reached first position in Europe with the lowest number of road deaths per million inhabitants (25 compared to 223 in Lithuania) and with 38%, attained 4th position in Europe with regard to the percentage reduction of road fatalities in an EU Member State between 2001 and 2006.

For more information, see www.thesensegroup.org.





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.



WHERE WE WERE / SUMMARY OF STATUS IN THE PREVIOUS REPORT

This commitment is linked with the responsible drinking message commitment, as its objective is to define and better inform consumers about what is meant by sensible drinking.

The first Charter implementation report highlighted different approaches across Europe in terms of defining sensible drinking. In some countries, authorities have defined sensible drinking levels which form the basis of the information to the consumer. In other countries, levels are not specifically defined, but guidelines on responsible consumption are provided. The first year report described the involvement of the spirits industry in good industry practice examples aimed at better informing consumers and changing behaviour in several EU countries.

In addition to providing general information to the public, the 2006 report identified specific target audiences for which the spirits industry has also invested in initiatives: examples include young people (from early age to university, including guidance for parents on how to talk with their children about alcohol), pregnant women and workplace information campaigns for employees.

The challenge for CEPS going ahead is to expand those good practices to other markets.



SUMMARY OF STATUS IN JULY 2007

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



PROGRESS 2006 / 2007

General information to the public

One of the most notable recent initiatives concerns the launch of websites aimed at providing information to consumers on responsible consumption and tips and guidance on how to respect these guidelines. After the www.drinkwise.se website launched in 2003 in **Sweden**, perhaps the best known example is the www.drinkaware.co.uk website, launched in the UK in November 2004.

Since the last report, a number of new similar initiatives have been launched in EU markets.

In **Ireland**, the 'www.drinkaware.ie' website²⁴ was launched in November 2006 by MEAS, the Irish Social Aspects Organisation (SAO), in collaboration with the Drinks Manufacturers of Ireland. The website provides information about standard drinks, the effects of alcohol on the body and information relating to different stages and contexts. To support the initiative, a promotion leaflet was printed and since January 2007, standard drinks calculator disks are being distributed to third-level educational institutions, community groups, health bodies, companies and businesses, as well as members of the public. All outgoing consumer communications from MEAS are now under the 'Drinkaware.ie' brand. Since the launch, with TV adverts, MEAS has reported a total of 8,424,966 hits and 48,483 visits to the site.

To complement the responsible drinking message in the **Netherlands**, "*Geniet maar drink met mate*" ("*Enjoy your drink, but be moderate*"), the Dutch Social Aspects Organisation (SAO), STIVA launched a website²⁵ in April 2007, providing information on responsible drinking. A unit calculator is also available on the website. The first month following the launch, STIVA reported 67,393 hits generated by the website. Since the launch, the website has generated 95,154 hits and attracted 3,514 visitors to the site.

In **France**, the website, 'www.2340.fr' was launched in August 2007 (see case study).

The information to the general public can also be focused at a specific time of the year where alcohol consumption is highest. For example, the Spirits Federation in **Belgium** (FBVS), in partnership with retailers and national authorities, published advertorials in all major French and Flemish language newspapers before Christmas 2006. Consumers were given information on responsible drinking guidelines, risky drinking behaviour (underage drinking, drink-driving, pregnancy) and information about where to file a complaint on an advertisement which they thought was in breach of the relevant code.

Support to parents to talk about alcohol with their children

In May 2007, GODA, the SAO in **Denmark**, developed a new tool to help parents talk about alcohol with their children. It consists of a website (www.alkoholdialog.dk) for parents with information on alcohol and support to set up rules and agreements with their children. The website contains social, psychological and factual information: how to talk to your child, being young today, facts about alcohol, parent-teacher meetings at schools, social life and going out. The initiative will be further promoted in September 2007, by visit cards sent out to schools and by links on school web pages.

The Spirits Producers and Importers Association (BSI) in **Germany** have expanded the campaign "*Klartext Reden!*" ("*Straight Talk*")²⁶ over the past year. The organisers reported more than 40,000

²⁴ www.drinkaware.ie.

²⁵ www.genietmaardrinkmetmate.nl.

²⁶ The campaign started in December 2005 with the objective to provide parents and teachers with support material to discuss alcohol with children. "*Klartext reden!*" has been developed, implemented and evaluated in collaboration with the German Parents' Council ("*Bundeselternrat*") and in cooperation with the Institute for Psychology at the University of Bonn. This prevention measure is sponsored by the 'Working Group on Alcohol and Responsibility' of the Federation of Producers and Importers of Alcoholic Drinks ("*Bundesverband der Spirituosenhersteller und Importeure e.V.* - BSI).



website users logged onto www.klartext-reden.de up until May 2007. Since the launch of the campaign, 55 workshops have been organised across the country.

A first evaluation was presented during a press conference in Berlin on 20 September 2006, where figures showed that 85% of the workshop participants were positively motivated to talk with their children about alcohol. A complete evaluation of the results of the 'Straight Talk' project was published in September 2007.

It is useful to also note that the first phase of the 'SFP 10-14' (Strengthening Family Programme) in the UK has undergone its first evaluation published in scientific literature before further roll-out of the programme²⁷. The first results of this project implemented in a European country (after having demonstrated its efficiency in the USA) are very promising and serve as an example of good practice for other countries in Europe.

Education and information campaigns aimed at young people and students

In **Sweden**, following the initiative taken by EFRD with the 'Talk about alcohol' website, the Swedish Wine and Spirits Association launched in September 2006, 'www.Prata_om_alkohol.se' ("*Teach_about_alcohol*"). The aim is to postpone the onset of alcohol consumption among young people at senior level in compulsory schools and in upper Secondary schools. It offers tools for teachers and schools to teach, discuss, inform, and promote a deeper debate and understanding about alcohol among young people between 13 and 17 years old.

In June 2007, MEAS, the SAO in **Ireland**, produced a 'Festival Survivor Guide' available free for all music fans attending the various summer festivals around the country and launched a music festival campaign that ran until September 2007 and was supported by an extensive advertising campaign, including a major outdoor and commuter poster campaign and radio adverts²⁸.

Targeted information for pregnant women

In **France**, from June to December 2006, Le Havre urban area community and "*Entreprise & Prévention*" (the French SAO) joined forces to conduct a pilot information campaign entitled, 'The risk of Alcohol during Pregnancy'. This campaign was aimed at encouraging a dialogue between health professionals and their patients based on a simple recommendation: 'zero' alcohol during pregnancy. The campaign comprises implementation in partnership with different interested parties of the Le Havre urban area and three media tools for the general public and health professionals (a poster, a flyer for health professionals and a flyer for the general public). From June onwards, all health and social services providers in the Le Havre urban area received the information pack and a general presentation on the pilot campaign. They were invited to raise the issue of consuming alcohol during pregnancy with their patients or other women whom they met during their job to highlight the potential risks. In parallel, the campaign was promoted in the press and on the websites www.alcoolletgrossesse.soifdevivre.com and www.agglo-lehavre.fr, where professionals could download the campaign tools. The evaluation of the campaign among health professionals revealed that the tools were well adapted to the target groups (use of the right level of information for pregnant women and practitioners), useful in promoting dialogue with patients and helped prevent risky consumption patterns.

Workplace information for employees

Several large spirits companies have an 'Employee Alcohol Policy' in place which is communicated to employees through internal communication and training. Accompanying measures related to drink-driving issues are also implemented, in particular with employees in sales departments.

²⁷ D.Allen *et al.*, Health Education Research, Cultural accommodation of the Strengthening Families Programme 10-14: UK Phase I Study, 13 October 2006.

²⁸ For more information, please see www.meas.ie/index.php.

In March 2007, the V&S Group launched its new initiative, 'Recognise the Moment', the aim of which is to educate, engage and encourage its employees to take responsible decisions when marketing, promoting or consuming alcohol. A special section of the company internal website has been developed and training sessions will be organised for employees.

To support this development in smaller companies, in **Germany**, the German Federation of Producers and Importers of Spirit Drinks (BSI), together with "Niedersächsische Landesstelle für Suchtfragen" (NLS) published in 2006, a brochure with factual information on alcohol content, alcohol units, legal information on alcohol and a list of contacts for problematic drinkers. The brochure, "Hinsehen - Zuhören - Ansprechen" ("Watch - Listen - React") aims to raise awareness about responsible drinking to employees and to help colleagues deal with other colleagues who have or might have a problem with excessive alcohol consumption. 20,000 brochures have been distributed since the launch of the campaign with demand continuing to increase.



CASE STUDY

France

French campaign '2.3.4.0'

Launched in July 2007, alcohol producers in France have begun to roll out a new campaign on all advertising. This new campaign, entitled, '**2.3.4.0**', seeks to more visibly communicate to consumers what constitutes responsible levels of alcohol consumption. Those brands who have signed up to the campaign (representing 90% of total advertising spend in the sector in France) will carry the www.2340.fr logo on all press adverts and bill boards marketing their products. The aim of the logo will be to encourage consumers to log on to an informative and self-evaluation internet site, to raise awareness of the four different 'low risk' alcohol consumption thresholds (as signalled by the 4 numbers in the name of the website) and to explain the principle of alcohol units.



On the website, each number refers to a consumption threshold: '2' refers to women encouraging them not to drink more than 2 units²⁹ of alcohol per day; '3' refers to men and advises against a daily intake of more than 3 units; '4' implies that a maximum of 4 units should be consumed on any one drinking occasion; and the threshold of no alcohol (thus '0') is advised at least one day each week and among 'at risk' groups of consumers³⁰.



The website also enables each consumer to calculate his/her number of units consumed and an indicator noting the legal limit of alcohol allowed in order to be able to drive.

An information campaign to raise the general public's awareness of the website and what the thresholds mean was carried out in local and national press throughout July and September. Six of the most representative professional organisations for the alcohol beverage industry are involved in this campaign, namely, "Entreprise & Prévention", "La Fédération Française des Spiritueux" (a CEPS member), "Les Brasseurs de France", "La Fédération Française des Vins d'Apéritif", "L'Interprofession des Appellations Cidricoles" and "Le Bureau National Interprofessionnel du Cognac" (CEPS member)³¹.

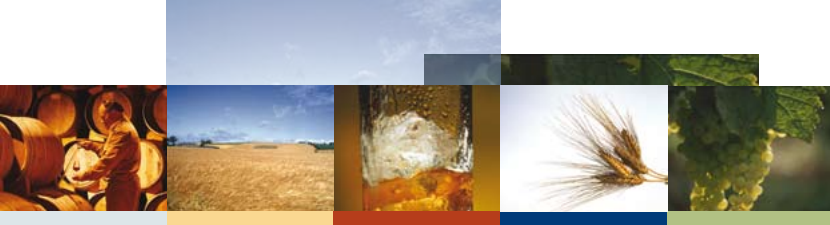
From July to September, "Entreprise & Prévention" reported that the website attracted 11,896 visits.

²⁹ Note: 1 unit of alcohol corresponds to 10grams of pure alcohol.

³⁰ Pregnant women or breast-feeding mothers, underage consumers, driving a vehicle (note: more than 2 units of alcohol is over the legal limit to drive), using dangerous machinery, in situations which require vigilance and care or when taking medication.

³¹ A list of websites of the participating professional bodies is available on the www.2340.fr website.





KPMG Assurance Report

To the readers of the CEPS Charter on Responsible Alcohol Consumption Report 2007.

Introduction

We have been engaged by the European Spirits Organisation (further referred to as “CEPS”) to review the information in the CEPS Charter on Responsible Alcohol Consumption Report 2007 (further referred to as “The Report”). The Report is the responsibility of CEPS’ management. Our responsibility is to issue an assurance report on The Report.

Context and scope

In The Report CEPS describes its members’ efforts and progress in relation to responsible alcohol consumption. Our engagement was designed to provide the readers of The Report with limited assurance on whether the information in The Report is fairly stated.

Standards and criteria

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;
- when providing limited assurance, which is a lower level than reasonable assurance, a negative form of conclusion is used.

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. These commitments have been included in the corresponding chapters of The Report.

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.

Work undertaken and conclusions

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 and European Forum for Responsible Drinking (EFRD) staff;
- a media search for the identification of material issues in relation to the elements of the CEPS Charter on Responsible Alcohol Consumption;
- independent publications on the topic of responsible alcohol consumption;
- an appraisal of The Report in its entirety against available and gained knowledge and understanding of the sector.

During our investigation we discussed the necessary changes in The Report with CEPS and determined that these changes have been adequately incorporated in the final version.

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 readers' attention to the following:

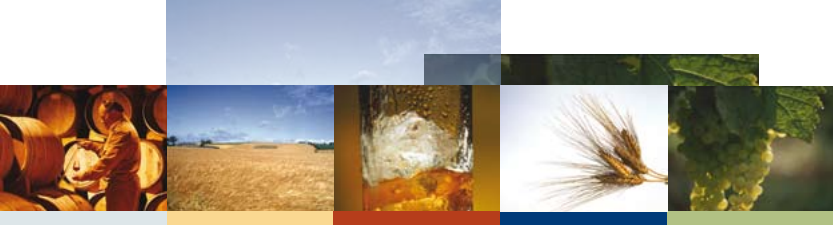
The member organisations of CEPS are responsible for the achievement of the Charter commitments at national level. There are currently no specific action plans that indicate how each of the Charter commitments will be achieved. In order to facilitate the progress towards full compliance with the Charter by 2010, we recommend that each member organisation develops a roadmap with time-bound targets and measurement systems. This may require assistance from CEPS.

The Charter elements are not designed to provide detailed rules on how to interpret the commitments. We recommend CEPS to provide further specification to its member organisations in relation to each Charter element. Such guidance will minimize possible risks of discrepancies in the interpretation of each commitment by different member organisations.

W.J. Bartels RA

Amstelveen, 19 November 2007
KPMG Sustainability B.V.





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)

CYPRUS

- › Association of Wine & Spirits Producers Cyprus – (AWSPC)

CZECH REPUBLIC

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

DENMARK

- › Foreningen af Danske Spiritusfabrikanter c/o V&S Danmark A/S – (FDS)

ESTONIA

- › Estonian Spirits Association – (ESA)

FINLAND

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

FRANCE

- › Bureau National Interprofessionnel de l'Armagnac – (BNIA)
- › Bureau National Interprofessionnel du Cognac – (BNIC)
- › Fédération Française des Brandies – (FFB)
- › Fédération Française des Spiritueux – (FFS)

GERMANY

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

GREECE

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

HUNGARY

- › Hungarian Spirits Association – (HSA)

IRELAND

- › Irish Spirits Association – (ISA)
- › Irish Whiskey Distillers Association – (IWDA)

ITALY

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

LATVIA

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

LUXEMBOURG

- › Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux – (FLPVS)

MALTA

- › The Malta Chamber of Commerce and Enterprise – (TMCCE)

THE NETHERLANDS

- › Commissie Gedistilleerd – (CG)

POLAND

- › Polish Spirit Industry – (PSI)

PORTUGAL

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

ROMANIA

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

SLOVAK REPUBLIC

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

SLOVENIA

- › Non-Alcoholic and Alcoholic Beverages Association of Slovenia – (NAABAS)

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.
- › Brown-Forman Beverages UK Ltd.
- › Davide Campari Milano SpA.
- › Diageo Plc.
- › Jim Beam Brands Worldwide
- › LVMH Hennessy & Co.
- › Pernod Ricard
- › Rémy-Cointreau S.A.
- › V&S Group



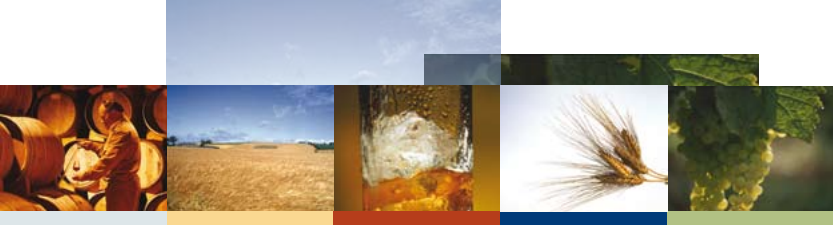
Annex to Commitment 1: Responsible Drinking Messages

Country	Comments
 Austria	Voluntarily applied by some brands.
 Belgium	<p>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:</p> <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”). ▶ Messages for the other products: <i>“Notre savoir-faire se déguste avec sagesse”</i> (“Taste our know-how wisely”). <p>This Convention was incorporated into a legislation.</p>
 Bulgaria	Voluntarily applied by some brands.
 Cyprus	Voluntarily applied by some brands.
 Czech Republic	There is no standardised drinking message applied to advertising. Between 5 and 8 % of advertising (mainly print) carries such a message.
 Denmark	Voluntarily applied by some brands.
 Estonia	Voluntarily applied by some brands.
 Finland	Limited, due to the very restrictive (legal) situation for advertising in Finland, some companies do it however on a voluntary basis (for example, V&S Vin & Sprit AB and Finlandia).
 France	<p>Loi Évin (published on 12.01.1991): Advertising for alcoholic beverages containing more than 1.2 % abv¹ must include the following message: <i>“L’abus d’alcool est dangereux pour la santé”</i> (“The abuse of alcohol is dangerous for health”).</p> <p>More recently, professional guidelines were adopted by French producers & the SRO (BVP) on the position, character type and size of the message and the following words were added: <i>“À consommer avec modération”</i> (“Consume in moderation”).</p>
 Germany	Voluntarily applied by some brands.
 Greece	All advertising must carry the <i>“Enjoy responsibly”</i> message.
 Hungary	In March 2007, members of the Hungarian Spirits Association agreed on the voluntary use of a responsible drinking message: <i>“Minőséget, mértékkel”</i> (Quality not quantity).
 Ireland	MEAS members (i.e. companies and trade associations) agreed in 2005 to use the following message: <i>“Enjoy [brand name] sensibly”</i> . In September 2005, specific guidelines on the positioning, character size and font were agreed. The vast majority (more than 75 %) of consumer-focused media marketing now bears the abovementioned responsible drinking message.
 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.

¹ Alcohol by volume.

Country	Comments
 The Netherlands	Art. 31 of the STIVA Code requires the use of a responsible drinking message on all adverts on TV, in cinemas, theatres and the closed television circuit: <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.alcoholonderde16nogevenniet.nl" (<i>"alcoholbelow16notjustyet"</i>). This slogan has to be shown on all low alcoholic strength TV and cinema adverts.
 Poland	The PSI adopted a code of Marketing Conduct for the Polish Spirits Industry in December 2006. The Code includes a provision that all advertisements, promotional and information materials should contain a responsible drinking message.
 Portugal	Self-Regulatory Code (2002): All advertising (TV, print, website, excluding radio) should contain the following sentence: <i>"Be responsible. Drink moderately"</i> . The message should be readable. Approximately 85 % of all publicity includes the sentence.
 Romania	Voluntarily applied by some brands.
 Slovak Republic	Voluntarily applied by some brands.
 Slovenia	Ban on all advertising for spirit drinks.
 Spain	FEBE members have agreed on the following message: <i>"Bebe con moderación. Es tu responsabilidad"</i> (<i>"Drink with moderation. It is your responsibility"</i>). 100 % of advertising is covered excluding radio.
 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. The Portman Group (TPG), however, in November 2004, launched a consumer-orientated website, www.drinkaware.co.uk , which carries comprehensive information on responsible drinking and TPG member companies and others have agreed to promote this website on their advertising. Management of the site was taken over by the independent Drinkaware Trust from January 2007. It is estimated that the website address will feature on approximately £150 million worth of advertising over the next 12 months, which is likely to be over 75 % of total alcohol advertising spend. There are no guidelines on its use other than that it should be of reasonable prominence. Some companies choose to supplement this with a responsible drinking message, the most common being <i>"Please drink responsibly"</i> .













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 include such rules.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Austria	<ul style="list-style-type: none"> › Code owner: Oesterreichischer Werberat (ÖWR) (SRO). › Some provisions of the CS in place. › Provisions to be added/ amended: hazardous activities, pregnancy, alcohol content, performance, social success, sexual success, age of models, media threshold for minors and the minimum age requirement. 	<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. Appeals procedure 6. Stakeholder involvement (jury) 7. Promotional campaign 8. Website 	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 owners: Belgian Government, FBVS and other associations. › Code endorsed by legislation since 18.01.07. › All provisions of the CS in place. › 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. Website 	Not explicitly mentioned but covered by the broad definition of the term marketing in the explanation of the Code's scope: "any communication which directly or indirectly aims to promote the sale of drinks containing alcohol, regardless of the means".
 Bulgaria	No code in place.	No SRO established yet.	No code in place.
 Cyprus	No code in place.	No SRO established yet.	No code in place.
 Czech Republic	<ul style="list-style-type: none"> › Code owner: Forum PSR (SAO). › Most provisions in place. › Provisions to be added: hazardous activities and alcohol content. 	<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 	Packaging is addressed explicitly in the Forum PSR code.
 Denmark	<ul style="list-style-type: none"> › Code owner is the Committee on the Danish Common Standards (CDCS). › All provisions included. › Provisions to be amended: media threshold for minors and the age of models. 	No SRO established.	No information available.
 Estonia	No code in place.	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: “<i>Entreprise & Prévention</i>” (SAO) together with sectoral trade associations and the “<i>Bureau de Vérification de la Publicité</i>” (SRO). › To be added: age threshold of models. › Provisions to be amended: media threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SAO. → SRO is providing copy advice to advertisers. 	“ <i>Entreprise & Prévention</i> ” adopted specific guidelines on the naming, packaging and distribution of new products.
 Germany	<ul style="list-style-type: none"> › Code owner: Deutscher Werberat (DW) (SRO). › Almost all CS provisions in place. › Provisions to be added: pregnancy. › Provisions to be amended: media threshold for minors and age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO. → SRO activities: <ol style="list-style-type: none"> 1. Complaints handling for free 2. Publication of decision 3. Appeals procedure 4. Promotional campaigns 5. Website 	The Code of Conduct defines the scope of the code very broadly but does not mention any specific commercial communications channel.
 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). › Almost all CS provisions included. › Provisions to be added: age threshold of models, pregnancy, alcohol content. › Provisions to be amended: media threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SRO (SEE). → 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) 8. Website 	The code does not include a definition of its scope; it mainly speaks about advertisements and advertising.






Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
Hungary	<ul style="list-style-type: none"> › Code owner: “Önszabalyozó Reklam Testület” (ÖRT) (SRO). › The Hungarian Spirits Association has not formally subscribed to the ÖRT code but is expected to do so. › Most of the key provisions of the CS are included. › Provisions to be added: misuse, age threshold for minors, hazardous activities and pregnancy. 	<ul style="list-style-type: none"> → Code will be 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 	Article 1 of the code defines its scope as “business practices towards the consumer in general”
Ireland	<ul style="list-style-type: none"> › Code owners: the Advertising Standards Authority Ireland (ASAI) (SRO) and MEAS (SAO); the codes are complementary. › The MEAS Code covers, in particular, naming, packaging and promotions in terms of areas not covered explicitly by the SRO code. › All provisions of the CS are in place. › Provisions to be amended: age threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SRO and SAO (for naming, packaging and promotions). → 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 participation (in code drafting and jury) 8. Promotional campaigns 9. Website 	Covered in the MEAS Code.











Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
Italy	<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. 	<p>→ Code enforced by the SRO.</p> <p>→ SRO activities:</p> <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 	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.
Latvia	<ul style="list-style-type: none"> › Code owner: Latvian Spirits Organisation. › Some key provisions of the CS are in place. › Provisions to be added: hazardous activities, pregnancy, alcohol content, sexual success, and the age threshold of models. 	No enforcement mechanism in place.	No provisions.
Luxembourg	No code for alcohol in place.	No SRO established.	No provisions.
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.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 The Netherlands	<ul style="list-style-type: none"> › Code owner: STIVA (SAO); the code is included into the broad “Nederlands Reclame” Code of the SRO (SRC). › Code includes all provisions of the CS and, in some aspects, goes beyond them. 	<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 	Naming, packaging and labelling are mentioned under the alcohol beverages specific rules.
 Poland	<ul style="list-style-type: none"> › Code owner: Polish Spirits Industry (PSI). › Code adopted in 2006 which includes all provisions of the CS. 	The code foresees a Complaints Committee formed by the PSI.	The code covers naming, labelling and packaging.
 Portugal	<ul style="list-style-type: none"> › Code owner: The Civil Institute of Advertising Self-Regulation (ICAP) (SRO). › Almost all CS provisions are in place. › Provisions to be added: age threshold of models. › Provisions to be amended: 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. 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. Website 	Definition of the code’s scope says that it “applies to all and any form of advertising”.



Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 Romania	<ul style="list-style-type: none"> › Code owner: Romanian Advertising Council (RAC-SRO). › 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 the minimum age of models. 	<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. Stakeholder involvement (in code drafting and in Jury) 5. Website → Other elements under development. 	No provisions.
 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: 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.
 Slovenia	While self-regulatory elements are in place the legal situation for alcoholic beverages above 15% abv is heavily regulated.	No enforcement mechanism for spirits advertising in place.	No provisions.
 Spain	<ul style="list-style-type: none"> › Code owner: “Federación Española de Bebidas Espirituosas” (FEBE). › All CS provisions are in place. › Provisions to be amended: media threshold for minors. 	<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 	Naming, packaging and labelling are not specifically mentioned but covered under the broad definition of advertising within the code.

Country	Self-Regulatory Code for Spirit Drinks	Enforcement Mechanism	Provisions on Naming, Packaging & Labelling
 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 provisions covered. › Provision to be added: age threshold of models. › Provision to be amended: media threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SRO (Marknads Etiska Rådet). → 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. Website 	
 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. › Both 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"> → Code enforced by the SRO and the SAO. → 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).









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