



WSA ACADEMY

Webinar: Responsibility & Moderation in Practice



Let's explore how responsibility and moderation are communicated—and implemented—in practice. Featuring shared data, proven success practices, and real-world case studies from responsibility and moderation initiatives.



Wednesday 29 April 2026
3:00 pm – 4:00 pm CEST

LINK TO CONNECT: 📌

<https://teams.microsoft.com/meet/39963062764824?p=bw5vxLjNEkaaK34ywe>

The presentations of this webinar are recorded. Please make sure to accept the recording message prompted by Teams



ANTITRUST REMINDER:

All World Spirits Alliance meetings need to be conducted in accordance with the relevant competition and antitrust laws. You are therefore reminded that you will at all times refrain from discussing any information which is confidential to your company and/or which is likely to affect the commercial strategy or activities of your company. You are in the best position to judge what is, and what is not, commercially sensitive, or confidential and so responsibility lies with you in the first place. You are also reminded not to discuss topics outside the previously circulated and reviewed agenda. Failure to follow these guidelines may bring with it serious consequences for you as an individual, your companies, and the World Spirits Alliance itself. Such consequences include heavy fines and in certain cases, under national laws, the imposition of criminal penalties and sentences. Please also note that this meeting may be transcribed for the sole purpose of accurately capturing minutes and ensuring transparency.

Agenda

- **Intro/Welcome, Reminders, Overview of Webinar** (*Helen Medina, WSA*)
- **Moderation Trends and Influences** (*Kaleigh Theriault, NielsenIQ*)
- **Communicating about Moderation** (*Dr. Amanda Berger, DISCUS*)
- **All Drinks Are Equal—Moderation is the key** (*Chandreyee Gogoi, ISWAI*)
- **Responsibility & Moderation: Establish Program Case Study** (*Maureen Dalbec, Responsibility.org*)
- **Summary and Takeaways** (*Dr. Amanda Berger, DISCUS*)
- **Q&As and Conclusion** (*Helen Medina, WSA, recording off*)

Speakers



**Helen Medina,
WSA**



**Kaleigh Theriault,
NielsenIQ**



**Dr. Amanda Berger,
DISCUS**



**Chandreyee Gogoi,
ISWAI**



**Maureen Dalbec,
Responsibility.org**



Moderation Trends and Influences

Kaleigh Theriault, NielsenIQ

A collection of various cocktails in different glasses on a light-colored surface. The drinks include a dark red wine, a blue cocktail, a tall clear drink with a garnish, a yellow cocktail, a brown cocktail, a white cocktail, a yellow cocktail with a garnish, and a yellow cocktail with a garnish.

Moderation in Motion:

Moderation is mainstream and changing how consumers define value, occasions, and choice

NielsenIQ Thought Leadership
April 2026

NielsenIQ

3

Topics for Discussion

**Moderation
is reshaping
BevAl and
Spirits**

**What
moderation
looks like for
consumers**

**Drinking
less, but
better**

While price led value growth across most regions, North America and Europe stand out as most challenged in volumes across Alcoholic Beverages

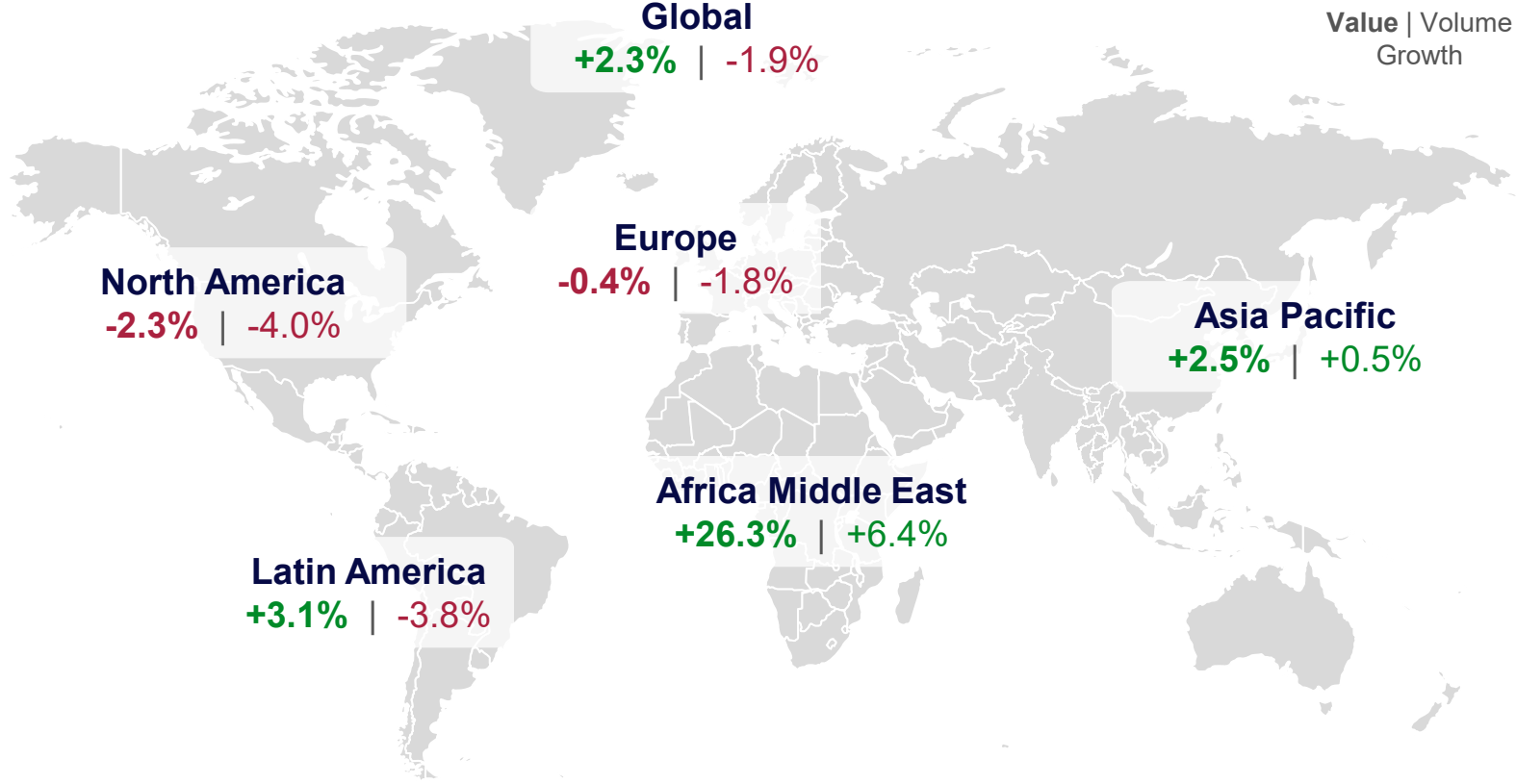
\$786B

of Total Beverages sales comes through Retail channels

\$229B

of additional sales comes through the On Premise

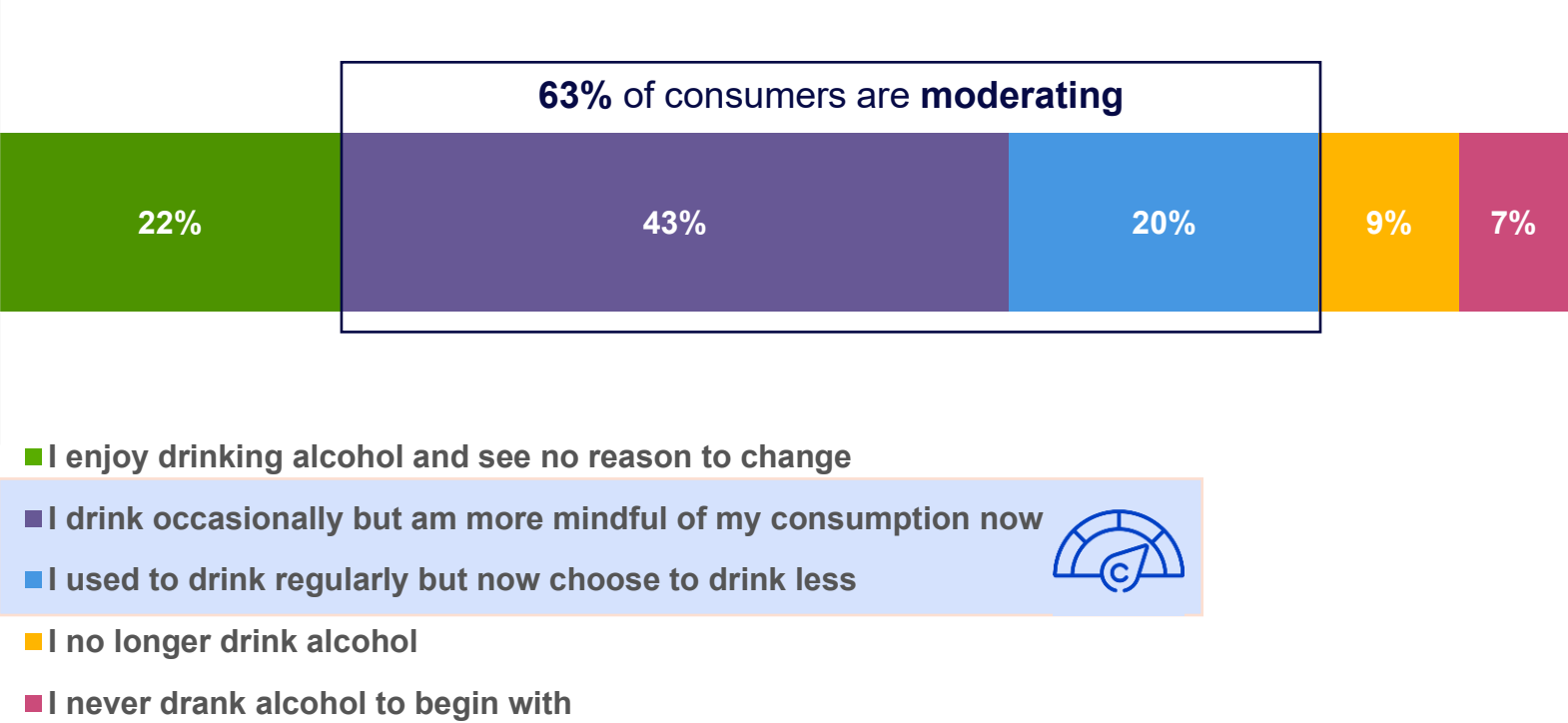
Alcoholic Beverages | Total Global Off Trade | 2025 vs. 2024



Source: QBN MAT ending Q4 2025 Industry Report, 68 countries. Excludes Dairy beverage categories, excludes RMS On premise; Source: RMS data for On premise as of Q4'25 (18 markets), CGA OPM data as of P12 (9 markets); Source: NielsenIQ RMS QBN data up to Q4 2025 | 68 markets within scope. Volume growth weighted by market contribution to total global value.

Overall wellbeing is a lifestyle priority for consumers, and unsurprisingly consumers are more mindful of their alcohol consumption as a result

Which of the following statements best describes your relationship with alcohol currently?

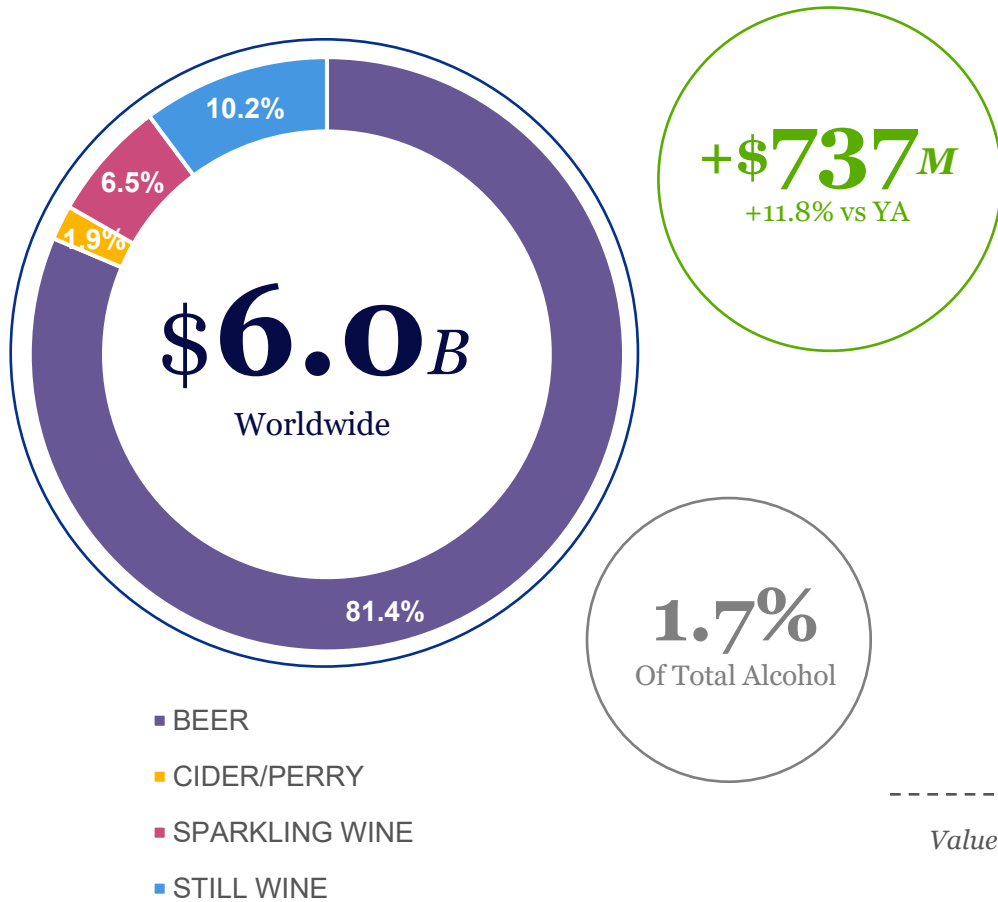


40%
Of consumers would say leading a wellness lifestyle is one of the most important areas of their life

Source: CGA REACH Global April - May 2025. Sample: 33,201

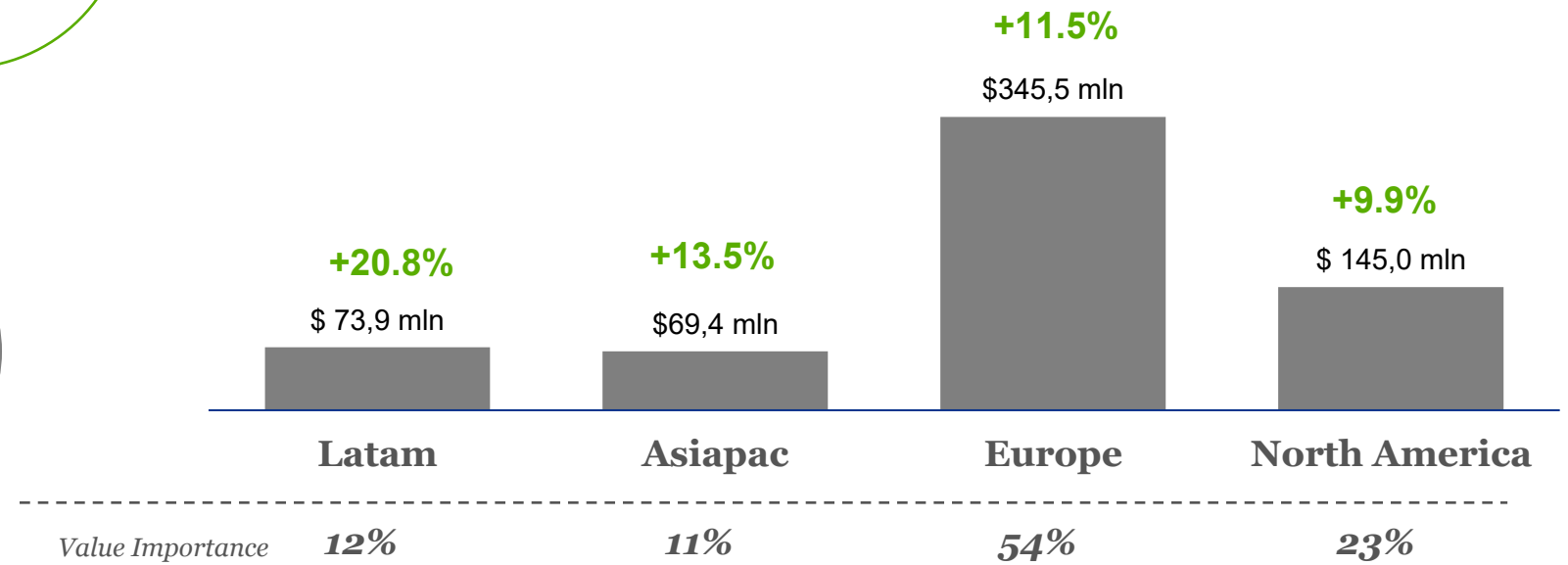
No/Lower is a clear consumer choice globally

The trend is more established in Europe and North America, with emerging No/Lower regions growing double digit



+\$737M
+11.8% vs YA

Total No/Lower Value Sales chg by Region MAT'25



Source: NielsenIQ RMS FMCG data up to Q2 2025 | Total World Coverage

How consumers moderate

No/lower matters, but it competes with soda, water, and “drink less of the same.”

When moderating in the On Premise, top behaviors are:

Choose soda, juices, and other non alcohol options
(36.8%)

Choose the same drink but drink less
(30.8%)

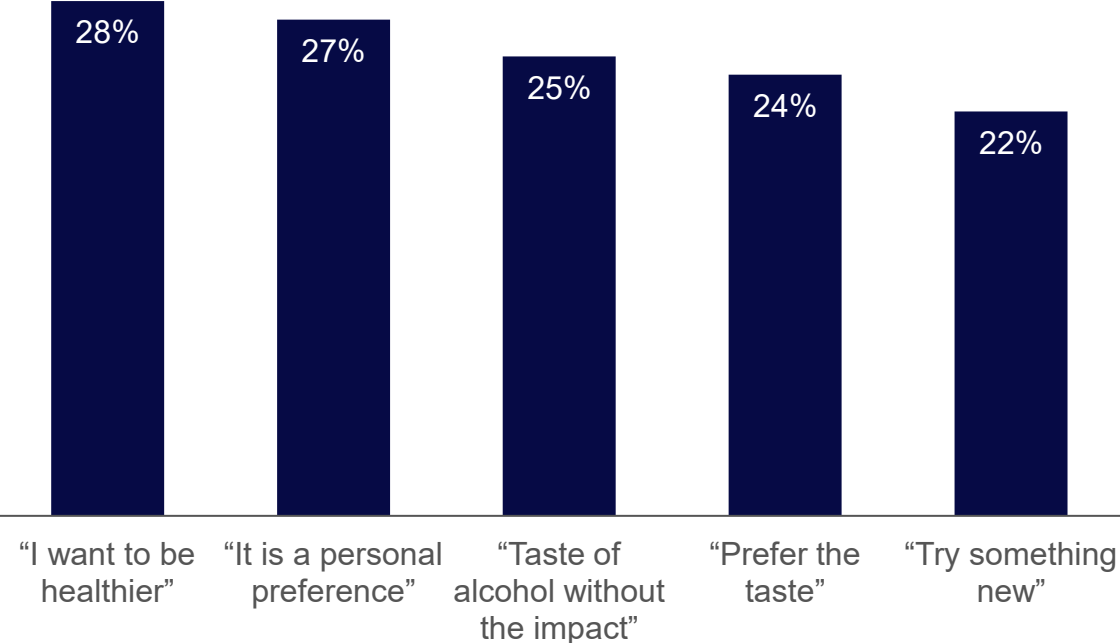
Choose no/lower alcohol options
(24.7%)

Alternate alcohol with no/lower
(17.7%)

Source: NIQ On Premise powered by CGA Global Reach 2025

Consumers are moderating for various reasons from wellness to taste

Top Deciding Purchase Factors for Non Alcohol Beer, Wine, Spirits



In the US:
Taste & connection are the drivers for US consumers



Source: NIQ On Premise powered by CGA Global Reach 2025

Generational differences matter: younger consumers are more price-pressured, more digital, and more influenced by wellness and convenience



Gen Z

Experimentation-led moderation

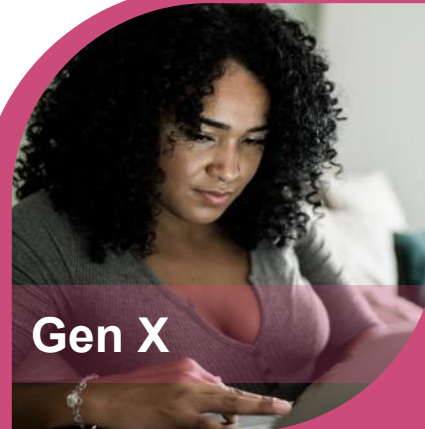
- Social-first discovery
- Cocktails, convenience, and balance
- Strong fit for no/lower, lower-ABV, and visually/socially shareable serves



Gen Y / Millennials

Selective, value-conscious moderation

- Want quality that feels worth it
- Strong target for premium no/lower and at-home moderation occasions
- Respond well to clear value-for-money and convenience



Gen X

Balanced moderation with premium intent

- Cautious, but willing to trade up for the right offer
- Strong audience for premium spirits, better serves, and moderation without compromise“
- Less, but better” likely resonates strongly here



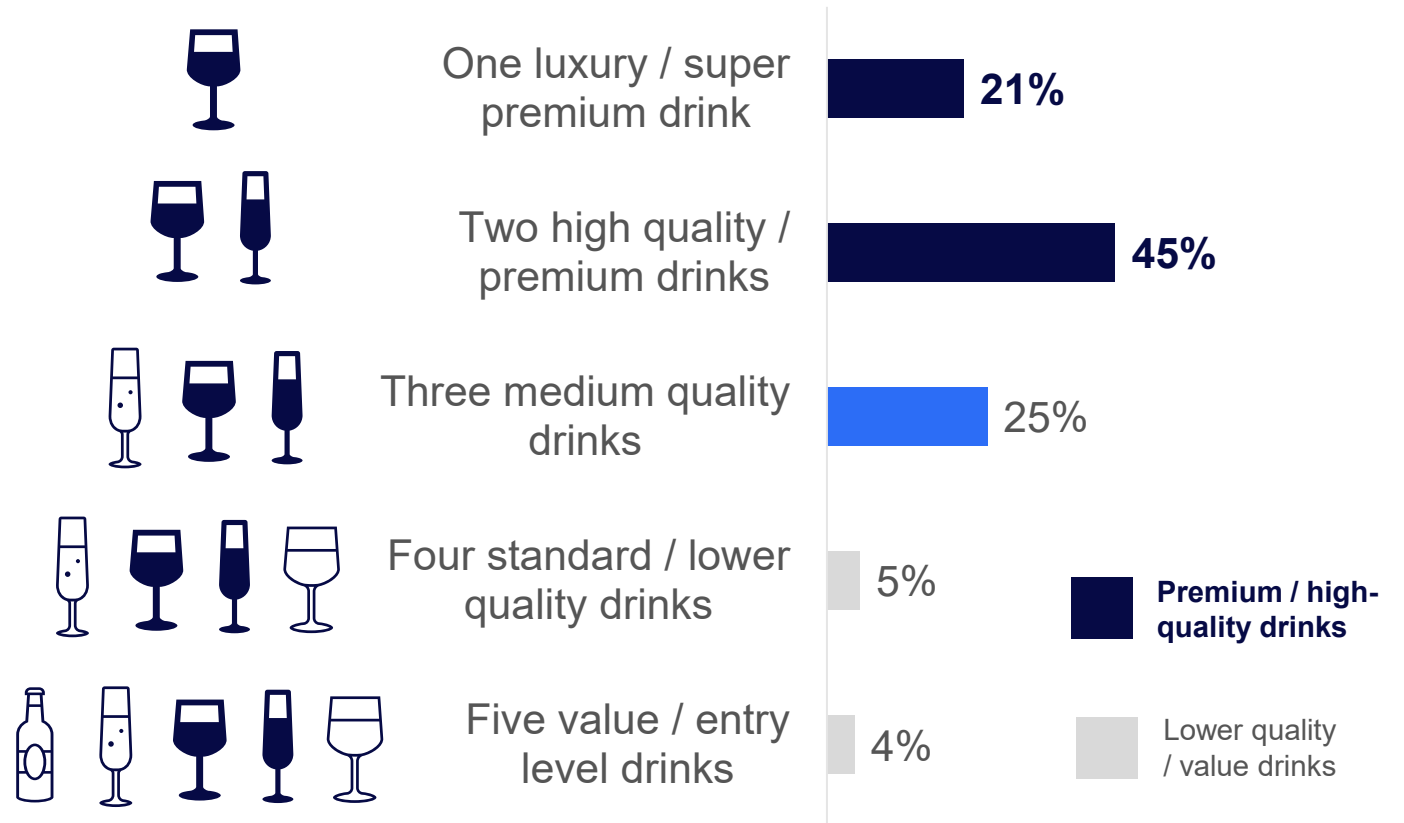
Boomers

Intentional moderation rooted in trust and quality

- Quality and familiarity matter more than novelty
- Best fit for trusted brands, quality cues, and familiar moderation occasions
- Opportunity in premium but credible no/low and classic serves

Consumers are looking for **more quality** and less quantity, the “less, but better” mindset

If the price were the same, number/type of drinks consumers want

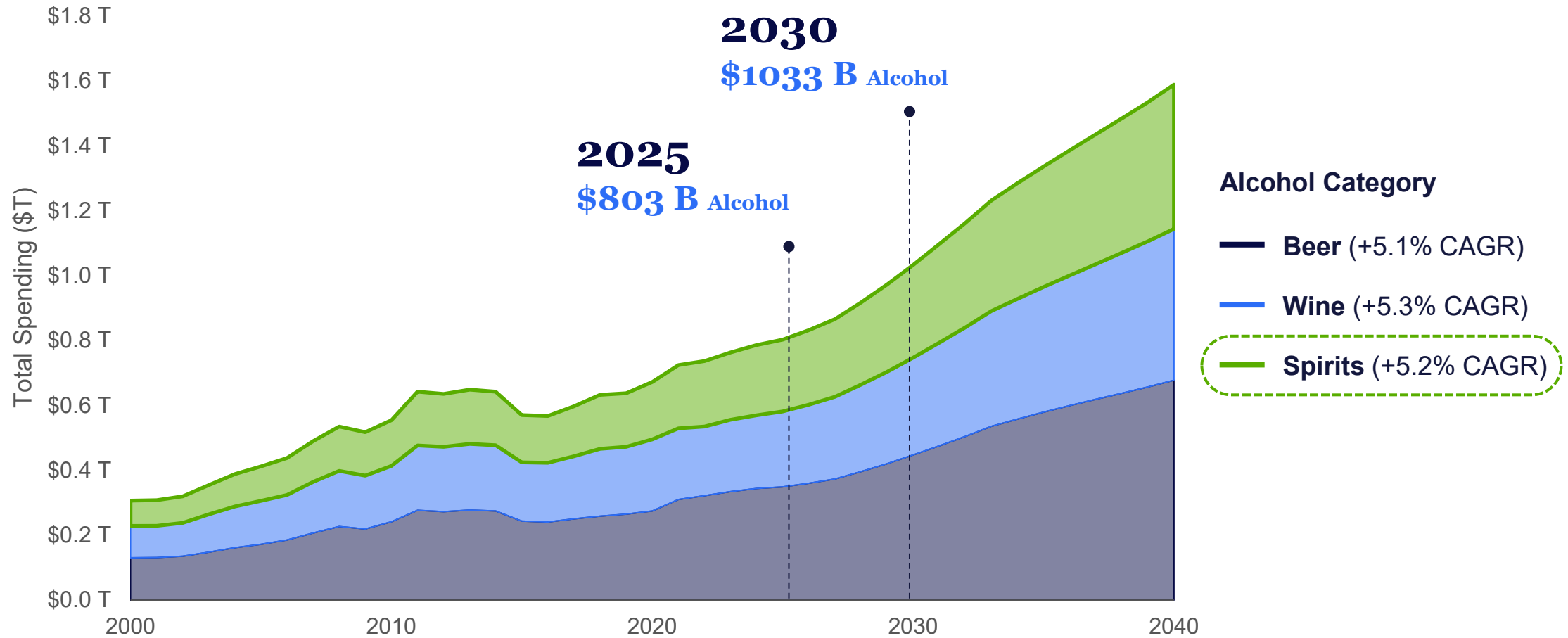


Source: CGA REACH GLOBAL 2025. Sample: 33,020

Total global spending on in-home alcohol will surpass \$1 Trillion in 2030

CAGR
2025 - 2030

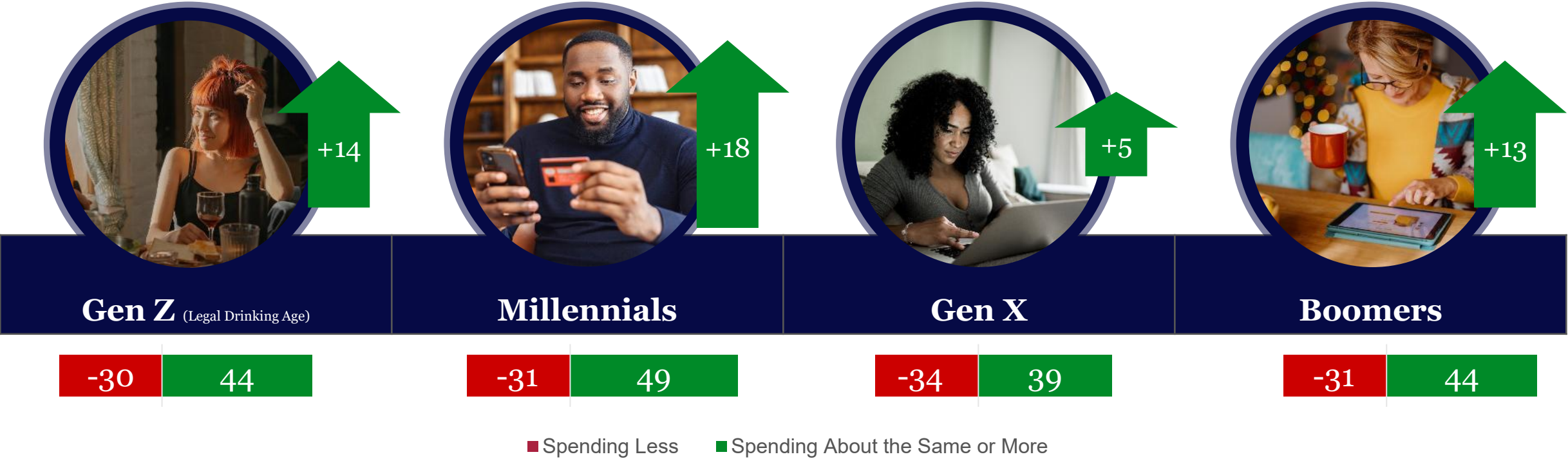
Global in-home alcohol spending by category, 2000-2040



Source: World Data Lab

44% of Global consumers plan to spend the same or more on Alcohol in the coming year, reflecting a moderation and intentionality

Spending Intention in next 12 months: Alcohol Beverages
 Spend Less vs. Spend About the Same or More



Consumer sentiment reflects **intention**, but in an inflationary environment, the **say-do gap** may paint different realities. With 63% of the most financially secure consumers planning to **maintain or increase** their spending in the next 12 months, it is the **less affluent** consumers in these generations who face the greatest risk of being left behind by the alcohol industry.

Source: NIQ Global (27 countries) Mid Year Consumer Outlook 2025 - Q4B. Thinking about grocery and household items in particular, How will you manage your spending in the next 12 months?

3

Takeaways

Moderation is additive, not just subtractive

No/lower is important, but “drink less” and “drink better” matter just as much

The opportunity is to build across occasions: full strength, lower ABV, and no alcohol

Thank you!

Moderation in Motion: *Moderation is mainstream and changing how consumers define value, occasions, and choice*

NielsenIQ Thought Leadership
April 2026

NielsenIQ



Scan the QR Code!
**Request Slides &
Submit Feedback**



Contact me!
Kaleigh Theriault
Kaleigh.Theriault@nielseniq.com



Communicating about Moderation

Dr. Amanda Berger, DISCUS

Responsible Communication

Understanding Drivers of Alcohol-Related Harm

How much alcohol is consumed?

Volume of alcohol is the primary driver of harm

How quickly is it consumed?

Consumption rate and pace also shape risk

In what context is it consumed?

Age, individual risk factors, setting, etc. matter too

- *Reducing alcohol-related harm relies on consumers having accurate information about drinking and its impact on health and behavior.*
- *Raising awareness about harmful drinking is one of the key areas in the World Health Organization (WHO)'s Global Alcohol Action Plan 2022-2030 (GAAP).*

WSA Position Paper

Standard Drink Equivalence

There is no beverage of moderation, only the practice of moderation. Promoting any alcohol beverage as a "moderate" option risks downplaying the potential harm associated with alcohol consumption and may encourage harmful drinking.

Drinking guidelines play an important role in supporting those who choose to drink. The concept of the standard drink acknowledges that the drink equivalents of wine, beer, or distilled spirits all have the same amount of pure alcohol.

When it comes to alcohol's impact on health, it is not the type of alcohol that matters, but the amount and the way you consume it. All alcohol beverages contain the same pure alcohol (ethanol), which has the same effects, whether in whether beer, spirits, or wine.

WSA Position Paper

No- and Lower-Alcohol By Volume (ABV) Products

Definitions of no- and lower-ABV vary worldwide. New and existing brands offer no-alcohol options. There is no “low-ABV” alcohol; lower-ABV options exist in all categories of alcohol drinks.

There is limited evidence about whether these products help promote moderation. Any drink can be part of moderation, and many spirits serves have less alcohol than other alcohol choices. No-alcohol alternatives may contribute to responsible drinking, but more research is needed.

No- and lower-alcohol drinks provide consumers with diverse choices for their occasions. No-alcohol alternatives may contribute to responsible drinking, but more research is needed on the potential impacts of lower-alcohol products on consumer behaviour and other outcomes.

Correcting False Narratives

Why this Matters for the Consumers and Industry

- Making informed decisions involves understanding the concept of standard drinks and knowing all forms of alcohol can be consumed in moderation (or abused).
- The body of research on the public health impact of no-/lower products is small but growing, and the findings have been mixed (much of this research was funded by beer).
- Pushing lower-ABV as harm reduction: fails logic, isn't backed by science, is misleading to consumers, and does not provide information about moderation.
- Misinformation in the media and from other sectors mislead consumers into thinking that some alcohol types are better suited for moderation.

Correcting False Narratives

Pushing Back on Misinformation with Science

While some alcohol groups have made false statements that their products are less harmful, reducing the harmful use of alcohol is a shared objective across all beverage alcohol sectors.



Policies that nudge consumers towards lower alcohol beverages are a time-tested, evidence-based way to improve public health outcomes.



Research shows that substituting high alcohol beverages with low alcohol beverages, like beer, can reduce harm and reduce per capita consumption of alcohol.



While beer is already a low alcohol choice, brewers' investment and innovation in lower- and no-alcohol options promotes responsible consumption, creating an unprecedented opportunity to align our business with public health objectives.

* World Brewing Alliance "Reducing Harm" Webpage

Global Considerations

A Note About the WHO Position on No-Low & the GAAP

The WHO's 2010 Global Alcohol Strategy and 2022 GAAP reference no-/lower-alcohol promotion among potential strategies to reduce alcohol-related harm:

“Economic operators are invited to substitute, whenever possible, higher-alcohol products with no alcohol and lower-alcohol products in their overall product portfolios, with the goal of decreasing the overall levels of alcohol consumption in populations and consumer groups, while avoiding the circumvention of existing regulations for alcoholic beverages and the targeting of new consumer groups with alcohol marketing, advertising and promotional activities.”

In 2024, WHO's “Public health perspective on zero- & low-alcohol beverages” identified potential unintended consequences.

This topic was most recently discussed at the 2026 Economic Operators Dialogue, in the context of the GAAP and target indicators.

Key Messages

Promoting Moderate Consumption Messages

- Having a cocktail with friends and family promotes social connection. Adults who choose to drink should do so responsibly and in moderation.
- Many studies have found an association between moderate consumption & positive health outcomes. Alcohol abuse can cause health harms. No one should drink for potential health benefits.
- Individuals should talk to their health providers to determine what is best for them based on individual risk factors. Some people should not drink at all.

Consult national guidelines, use industry talking points, use messages grounded in science.

Include info about moderation & standard drink equivalence

If you are not qualified to talk about science/health, then refer to someone who is.

Global Considerations

Messaging and Advocacy Should be Grounded in Science

- Correcting media misinformation
- Advocacy & educating stakeholders
- Industry presentations & discussions
- Public statements/media placements
- Engagement with government officials
- Formal comments (e.g., WHO, Codex)



Communicating Responsibly

Guidelines for Communicating about Science

- ✓ Let the science speak for itself
- ✓ Encourage sound science, not a specific outcome
- ✓ Be transparent (this applies to third-party voices too)
- ✓ Take particular care when commenting on health benefits or lack of harm
- ✓ Include these elements in every statement:
 - *Acknowledge that studies have found risks related to consumption*
 - *Note that no one should drink to achieve health benefits*
 - *Encourage moderate consumption*
 - *Acknowledge that some people should not drink at all*
 - *Recommend individuals to consult with their health providers*



All Drinks Are Equal—Moderation is the key

Chandreyee Gogoi, ISWAI

All Drinks Are Equal

Moderation is the key



International Spirits &
Wines Association of India

April 2026



Session Overview

- **Context of Beer in India:**
Narratives and advocacy
- ***All Drinks Are Equal*** in
India- Advocacy strategy
and outreach
- **Driving the Narrative:**
Communication levers &
approach



Beer in India: Evolving narrative & advocacy landscape

Currently India is the **only country** where **taxation revenue from Spirits over-index that of Beer** – this must be protected

Preferential treatment for Beer and Wine exists across **various states, with policies** citing them as **low alcoholic beverages**

The beer industry is becoming **more vocal** and organised, using the **low-alcohol** high ground in media

Leveraging the **WHO** '*harm reduction*' approach to claim lower-alcohol beverages can reduce per capita consumption and health risks



Beer Advocacy in India: Taking the 'Low-Alcohol' and 'mild' position



devex
Do Good. Do It Well.™

Opinion: The beer industry is a key ally to reduce harmful alcohol use

Lower-alcohol options support public health goals

The reason WHO is urging a shift to lower-alcohol products comes from a phenomenon called the substitution effect where consumers who choose to drink alcohol substitute higher-strength products with lower-strength products. This substitution effect happens at the population level, the overall consumption of ethanol decreases and public health indicators improve. This evidence encourages consumers toward lower-alcohol choices.

While beer typically has the lowest alcohol content, the substitution effect to life by also creating new equipment, processes, and markets to shift to them when they're backed by delicious. In alignment with the ask for choices to decrease their alcohol consumption.



Mild vs Hard liquor narrative by beer Industry:
Positions beer as a lower-risk alternative to spirits

Promotes “**substitution**” from **high-alcohol spirits to lower-alcohol beer** to reduce harmful alcohol use

Claims that ‘spirits’ dominance complicates public health efforts due to higher risks from harmful alcohol use.

Advocates for **liberalized beer and wine licensing** to improve access and encourage substitution away from spirits

The probable impact of this perception

- **Consumers, esp. new entrants** being drawn to LAB, often perceive them as **milder options** – leading to likelihood of **binge consumption**.
- Instances of policy frameworks prioritising LAB via **improved market access and moderated taxation**, alongside **rising tax burdens on spirits**.



OBJECTIVE

The advocacy approach

- Engage & educate **our target audiences (regulator and consumer)** to **debunk the myth** that **spirits are 'hard' while beer is 'mild'**.
- Land the message that **moderation is a behaviour and not a drink**

TARGET AUDIENCE

State-level : Especially in progressive or reform-oriented states-
Excise Dept

Key opinion formers: Policy makers, think-tanks, columnists etc

Influencers & consumers: Educate and engage, given India's rapidly growing legal drinking population (**nearly 20M** gets added each year)

The Game Plan

1. Adopt a **long-term lens** for sustained impact, supported by **continuous and consistent short-term actions**.
2. **Drive education** consistently with a **singular core message**
3. Anchor narrative based on **science**, not perception.
4. Strengthen White Paper / narrative **with consumer research data showcasing consumer** awareness metrics
5. Use global best practices / narratives, wherever applicable*
6. **Run parallel strategies** targeting both consumers and policymakers. **Use every interaction as an opportunity** to reinforce the *All Drinks Are Equal* message. Continued messaging with *'Drink Better, not more'*
7. **Leverage media and digital platforms strategically**, with collective amplification (ISWAI & members)
8. **Mitigation plan** to manage risks and backlash

**White
paper
based on
Science**

**Survey Data
~80000
consumers
across
6 States,
5 cities**

**ISWAI
Economic
Report**

CORE ADVOCACY ASSETS

*ISWAI Workshop conducted by global advocacy firm Red Flag

All Drinks Are Equal: Advocacy and outreach

CORE MESSAGE:

All Drinks Are Equal– Moderation is a behaviour, not a beverage.
It's not about what you drink, it is how much.

ADVOCACY WITH STATE

- **Engage and educate policymakers** on the concept of *ADAE*, especially in states where policies support favourable access to beer and wine.



MEDIA ADVOCACY (DIGITAL OUTREACH)

Educate with science- based information on alcohol equivalence

- **Educative short-form videos** –the *science of all drinks are equal*
- Posts on **busting myths**
- **Influencer engagement**
- Social-media activations & promotions
- **Leveraging members' digital reach** to amplify the message through their SM handles



Campaign: #AlldrinksAreEqual

ISWAI
International Spirits & Wines Association of India

All Drinks ARE EQUAL

Drink	Volume	ABV
BEER	255ml	5%
WINE	98ml	13%
SPIRITS	30ml	42.8%
STRONG BEER	159ml	8%

12.7ml Pure Alcohol

*ABV- Alcohol Strength

The infographic shows four glasses of different beverages: a tall beer glass, a wine glass, a small spirits glass, and another tall beer glass. Each glass is labeled with its volume and ABV. The glasses are connected by equals signs, indicating they all contain the same amount of pure alcohol (12.7ml). The background is a warm, bokeh-style light pattern.

ISWAI
International Spirits & Wines Association of India

If you choose to drink, drink responsibly

The video frame shows a close-up of a hand holding a glass filled with ice and a clear liquid. A stream of liquid is being poured into the glass from above. The background is dark and out of focus, suggesting a bar or restaurant setting.

Campaign: #AllDrinksAreEqual

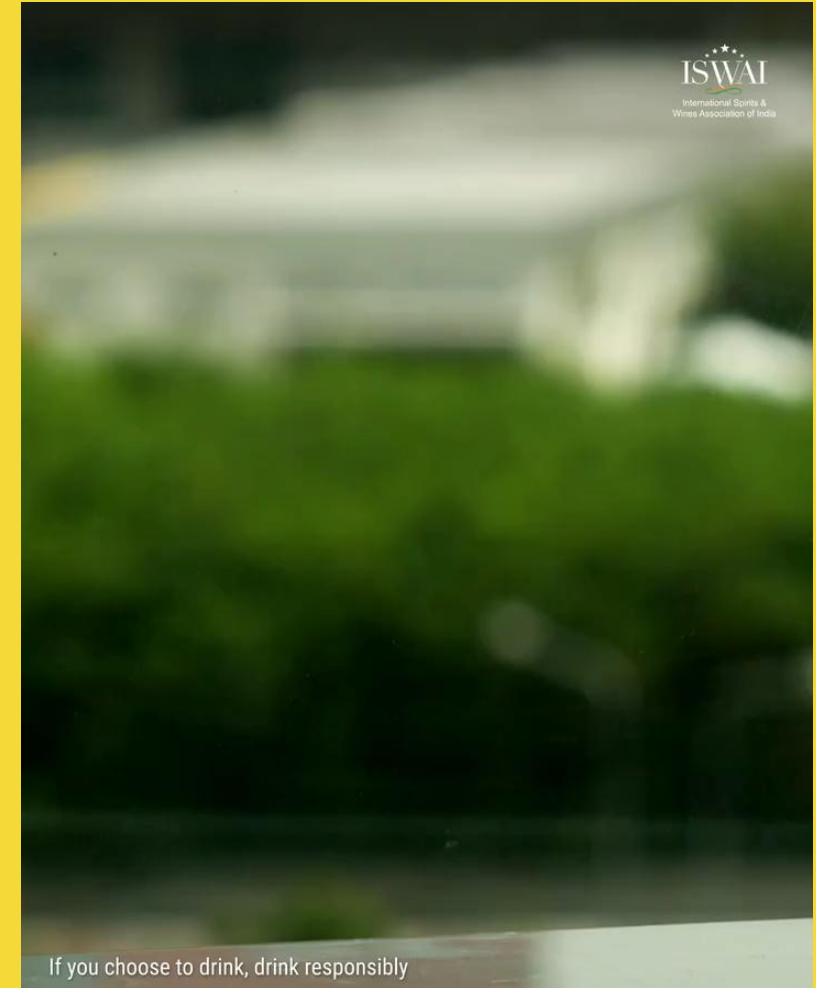
Relaying the core message

A regular glass of beer, wine, or spirit each deliver **12.7 ml of pure alcohol**. Their impact on the body is identical.

Make informed choices based on fact, not perception.

Moderation is NOT a drink-type; it is a behavior.

#AllDrinksAreEqual



Campaign outreach, Ph 1

- Garnered a reach of **~1 Million** within *just* 12 weeks across platforms
- **High engagement rates*** – with LinkedIn-18.6%, Instagram-21.8% and X-4.5%

*against the benchmarks LinkedIn (3.0% - 6.5%), Instagram (0.45%-0.6%) and X (0.04% - 0.15%)

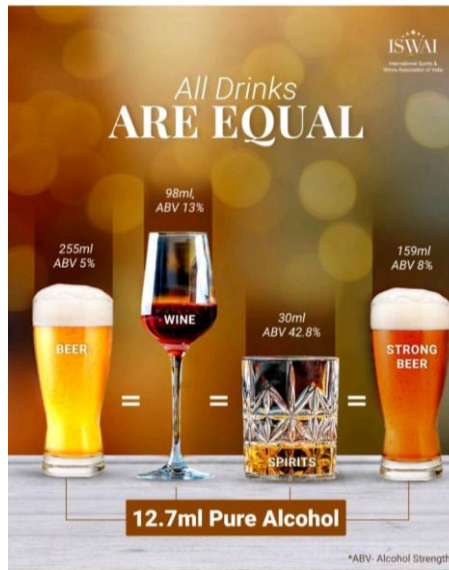


A regular glass of beer, wine, or spirit all contain the same amount of pure alcohol-12.7ml. Therefore, their impact on the body is identical.

Moderation is NOT a drink-type; it is a behavior.

#AllDrinksAreEqual

DIAGEO India Pernod Ricard India Bacardi Campari Group Brown-Forman Suntory Global Spirits John Distilleries Ltd., William Grant & Sons Moët Hennessy Shefali Sapra Prarrthona Pal Chowdhury Archita Khanna Smith Chandra Sanjit Padhi Chandreyee Bose Gogoi Suresh Menon



You and 306 others 4 comments • 23 reposts



Did you know contrary to common belief, a drink's type doesn't dictate its effect?

A regular glass of beer, wine, or spirit each deliver 12.7 ml of pure alcohol. Their impact on the body is identical.

Make informed choices based on fact, not perception.

Moderation is NOT a drink-type; it is a behavior.

#AllDrinksAreEqual

IF YOU CHOOSE TO DRINK, DRINK RESPONSIBLY

DIAGEO India Pernod Ricard India Bacardi Campari Group Brown-Forman Suntory Global Spirits John Distilleries Ltd., William Grant & Sons Moët Hennessy Shefali Sapra Prarrthona Pal Chowdhury Archita Khanna Smith Chandra Sanjit Padhi Chandreyee Bose Gogoi Suresh Menon Metabelle Lobo Cynthia Campetto



You and 68 others 1 comment • 4 reposts



Did you know ?

A regular glass of beer 255ml at 5% ABV, strong beer 159ml at 8% ABV, wine 98ml at 13% ABV or spirit 30ml at 42.8% ABV, all contain the same amount of pure alcohol - 12.7 ml.

Remember, it's the pure alcohol content, not the drink type, or volume that truly dictates its effect.

#AllDrinksAreEqual

DIAGEO India Pernod Ricard India Bacardi Campari Group Brown-Forman Suntory Global Spirits John Distilleries Ltd., William Grant & Sons Moët Hennessy Shefali Sapra Prarrthona Pal Chowdhury Archita Khanna Smith Chandra Sanjit Padhi Chandreyee Bose Gogoi Suresh Menon Metabelle Lobo Cynthia Campetto

#AllDrinksAreEqual • 6 pages



You and 25 others



All Drinks Are Equal: Advocacy and outreach continues...

KEY MESSAGE:

All Drinks Are Equal– Moderation is a behaviour, not a beverage.
It's not about what you drink, it is how much.

ADVOCACY WITH STATE

- Engage and educate **policymakers** on the concept of *ADAE*, especially in states where policies support favourable access to beer and wine.

MEDIA ADVOCACY (DIGITAL OUTREACH)

Educate with **science- based information on alcohol equivalence**

- **Educative short-form videos** –the *science of all drinks are equal*
- Posts on **busting myths**
- **Influencer engagement**
- Social-media activations & promotions
- **Leveraging members' digital reach** to amplify the message through their SM handles

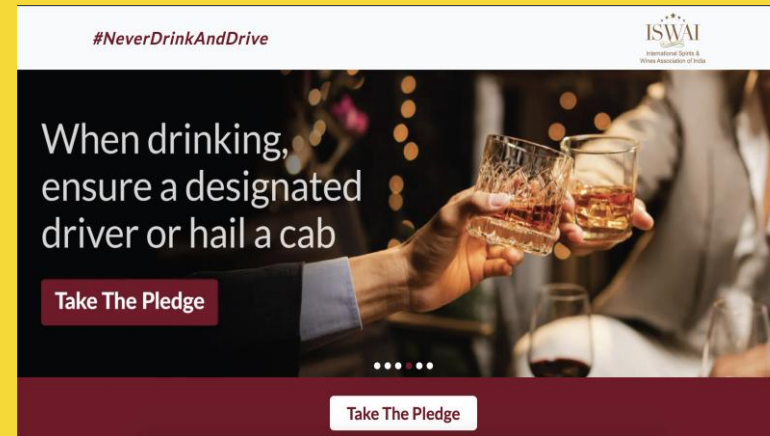
MEDIA OUTREACH Educating the MEDIA

- Engage a **global scientific expert:** curate an experience for **media & influencers** (*Consumer + KOL- Alcobev, hospitality, lifestyle*)
- **Podcasts** by scientific experts
- **Activate Media-** National and Priority states



ISWAI's continued focus on responsible consumption

- Intensified focus **during festive seasons**, when social drinking peaks – **driving moderation**
- Launch of the **'Never Drink and Drive' campaign** – integrated outreach across **digital, media, press, and radio**
- Ensuring engagements with **'I Pledge to Never Drink and Drive'** – **10,000+ pledges** recorded within 2 months and a **digital reach of ~2.7 million**
- **Reinforcing ISWAI's broader commitment** to responsible consumption to **the policymakers** through consistent **consumer facing advocacy**



All Drinks
ARE EQUAL



*ABV- Alcohol Strength

Thank You!

Any Questions?

A light gray world map is centered on the slide, showing the continents of North America, South America, Europe, Africa, Asia, and Australia. The map is semi-transparent, allowing the text to be clearly visible over it. The slide has a decorative border with teal, orange, and blue segments.

Responsibility & Moderation:

Established Program Case Study

Maureen Dalbec, [Responsibility.org](https://responsibility.org)

Responsibility.org: A legacy of responsibility

- Founded in 1991 by America's leading distillers, Responsibility.org is a national, independent, not-for-profit organization working to promote a lifetime of alcohol responsibility.
- Responsibility.org takes an evidence-based and partnership approach to deliver on its core missions.
 - Eliminate underage drinking.
 - Eliminate drunk driving and work with others to end all impaired driving.
 - Empower adults to make a lifetime of responsible alcohol choices.

PROGRAMS AND INITIATIVES

Eliminate Underage Drinking



ALCOH101+



Eliminate Drunk & Impaired Driving



Resources for
Criminal Justice
Professionals



Empower Adults to Make a Lifetime of Responsible Alcohol Choices



RESPONSIBILITY starts with *me.*





RESPONSIBILITY WORKS

About *Responsibility Works*

Designed to provide responsible alcohol education for all employees.

Through five interactive units, the core content covers what alcohol is, its individual effects, alcohol responsibility, the consequences of impaired driving, and its impact on health and well-being.

- Alcohol Basics
- Drunk and Impaired Driving
- Health and Well-being
- Responsible Drinking
- Scenarios



Is your company
registered?



RESPONSIBILITY.ORG



UNDERSTAND
the **STANDARD**

About Understand the Standard

Designed for people of legal drinking age to better understand what a standard serving of alcohol is, and empower users to make smart, decisions regarding alcohol.

Understand the Standard is a free digital simulation that allows users to practice pouring different types of alcohol and test their skills at the perfect pour.

- Wine
- Ready-to-Drink cocktail
- Distilled Spirits
- Beer

Understanding your pour ensures you know how much alcohol you are consuming and a key step in responsible alcohol consumption.

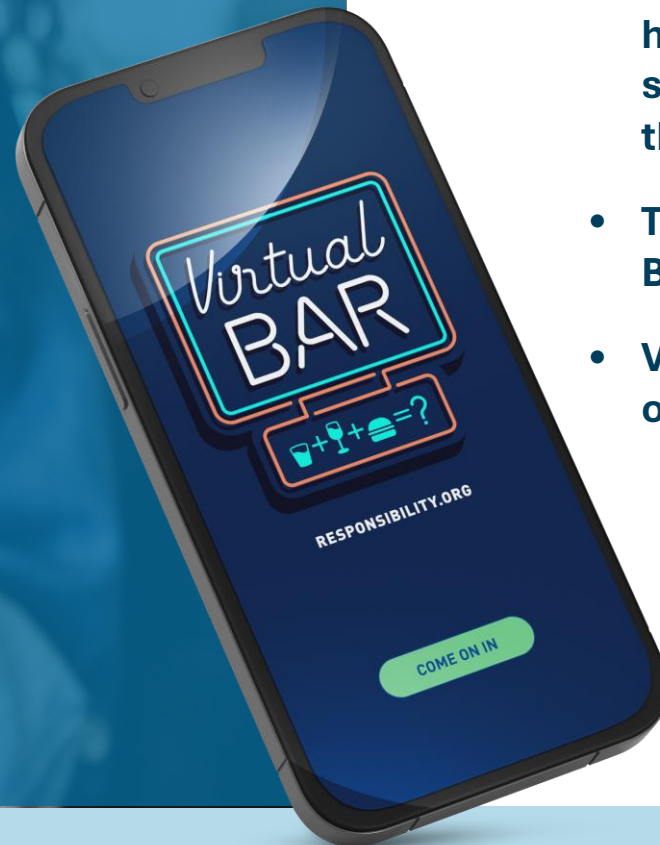


**Practice the
perfect pour!**



About the Virtual Bar

- The Virtual Bar is an interactive, quick and easy way for individuals to estimate blood alcohol content (BAC) levels in a virtual and safe setting.
- Provides users with a better understanding of how different factors affect their BAC, including sex, weight, the food you eat, and what and how they drink.
- Tracks how long it will take for an individual's BAC to return to 0.00.
- Virtual Bar app available in English and Spanish on the iTunes App Store and Google Play.



Learn what affects
your BAC.



RESPONSIBILITY.ORG

Virtual Bar and Education – Changing with the times

.08 OR .10, AMERICA DOESN'T KNOW

Did you know that 73% of adults do not know the DUI limit in their own state, or that 78% do not know how many standard drinks they would have to consume to reach a blood alcohol concentration (BAC) of .08?

GEICO DIRECT & The Century Council want you to visit b4udrink.org/geico to get the facts about alcohol on your individual BAC.

GEICO DIRECT **THE CENTURY COUNCIL** *Funded by America's leading distillers*

The Century Council is a non-profit organization dedicated to fighting alcohol abuse and funded by America's leading distillers: Allied Domeq Spirits & Wine - The Americas • Bacardi U.S.A., Inc. • Brown-Forman Beverages Worldwide • Guinness UDV North America • Joseph E. Seagram & Sons, Inc.

WE'VE GOT YOUR BAC THIS HOLIDAY SEASON

Download the Virtual Bar to help you know your drinking limits before the holiday celebrations begin.

GET IT ON Google Play | Download on the App Store

RESPONSIBILITY.ORG

Ring in the New Year **RESPONSIBLY**

RESPONSIBILITY.ORG



Available on the **App Store**

GET IT ON **Google Play**

Enjoy the season. *Know your limits.*

DOWNLOAD THE **VIRTUAL BAR APP**

ALWAYS DRINK RESPONSIBLY

Know before you go!



Summary and Takeaways

Dr. Amanda Berger, DISCUS

The Bottom Line

The Bottom Line about Moderation Messaging

Moderation is a behaviour, not a product. All types of alcohol beverages can be part of a balanced lifestyle for adults who choose to drink when consumed in moderation.

Alcohol is alcohol. One “standard drink equivalent” has the same amount of alcohol, regardless of whether it is beer, wine, or spirits.

There is no scientific basis for treating alcohol differently. Policies that differentiate by product send a dangerous message that some forms of alcohol are safer than others.

The spirits industry is committed to combatting harmful consumption. We support evidence-based approaches, and industry efforts promote moderation and responsibility.





Q&As and Conclusion

Helen Medina, WSA

- This section will not be recorded -