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Our Belief in Beer & Cider

Beers and ciders are natural products that are enjoyed by millions of people around the world. They form part of a healthy balanced lifestyle when consumed in moderation. They bring people together to socialise, to celebrate and to experience great occasions and have done so for centuries. It is precisely because of this that “Enjoyment” is one of our company’s core values.

Beer and cider plays a significant part in the cultural, societal and economic life of many nations around the world. The industry has a positive economic impact, contributing billions of dollars to economies and sustaining millions of jobs around the world.

The vast majority of those who choose to consume beers and ciders do so responsibly. However, there are still too many people who do not and it is this abuse of alcohol by the minority and not the consumption of alcohol per-se which creates issues. There are clear health and behavioural risks associated with consuming too much alcohol, either over time or on single occasions. For some occasions and some people, it is better not to drink alcohol at all. Harmful drinking is damaging not just to the individual but also to the people around them, to society, our industry, and to our own company reputation. It is self-evident that excessive consumption has no part in a sustainable future for our company or our industry. We have a long history of advocating responsible consumption and we take this role seriously and believe it is a role those in our industry must play. We start by recognising that there are many people who choose not to drink alcohol. Whatever their motivation, we respect their choice and accept that this is a valid option.

We also recognise that alcohol abuse is a complex societal issue without simple solutions or a one-size-fits-all approach. Different regions have their own cultural attitudes towards alcohol, and accompanying challenges. Ultimately, it is the individual that is responsible for his or her own actions. But creating an environment in which inappropriate consumption has no place requires more than producers simply taking action. Governments, NGOs, consumer groups, police forces, legislators, retailers, hotel, bar and restaurant owners and community groups all have to play a role in supporting, encouraging and ensuring responsible consumption.

It is these beliefs that shape our approach to Brewing, Marketing and Selling, Consumption in the workplace, and in Society.

Our Approach

Approach to Brewing

Our beers and ciders are made only from 100% natural, quality ingredients. Water, barley, hops, yeast and apples are the basic ingredients of our 256 brands. We are passionate about brewing beer and making cider – we regard it as the perfect merger of art, craft and science. Our breweries and cider mills meet the very highest standards of hygiene, safety and sustainability. Our brewers, cider makers and their teams have one sole aim: to make products that our consumers will enjoy and love.

Approach to Marketing and Selling

We build brands that people love and enjoy. Our ambition is to make moderate consumption an aspirational behaviour for consumers. To do so, we invest in industry, company, and in particular, brand-led communication.

Our marketing needs to be responsible 100% of the time. To help us achieve this we have a clear, strict Marketing Code which applies to all our commercial communication for all our brands in all our markets. You can find a link to this code [here](#). If our work falls short of the standards we set, we take immediate action to stop or change the communication.

Our flagship Heineken® brand is instantly recognised all over the world and our local brands are often trusted leaders in their respective regions. Through the power and reach of our brands, we can bring a message that responsible consumption is aspirational directly to our consumers. Providing consumers with factual information and advice on responsible consumption is important. We do this in various ways such as brand websites or on-pack information. As part of this our packaged products will carry symbols or an equivalent text related to health or responsibility, for example to inform consumers not to drink and drive or consume during pregnancy or consume under the legal drinking age.

Approach to Consumption

People should always drink in moderation at the right time, in the right place and for the right reasons. This means:

- Those who are under the legal purchasing and/or drinking age should not purchase or consume alcohol.
- It is best to avoid consuming alcoholic beverages if you are driving a vehicle. In any case your consumption should never lead you to drive under the influence of alcohol as defined by local legislation.
- We agree with the majority of medical advice that it is safer not to drink alcohol if you are pregnant or trying to conceive.
- There are clear health and behavioural risks associated with consuming too much alcohol either over time or on single occasions.

Excessive consumption can never be part of a sustainable future for our company or our industry.

Approach to Alcohol in the Workplace

We want our employees to be our ambassadors. Enjoying our beers and ciders responsibly and encouraging others to do the same is at the heart of our approach to alcohol in the workplace.

To support our colleagues, HEINEKEN companies' worldwide implement Cool@Work - a workplace alcohol information and prevention programme. It aims to improve safety and health at work, promote responsible alcohol consumption and create awareness, commitment and ambassadorship among employees.

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