



**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

  
**Pernod Ricard**  
*Créateurs de convivialité*

Press Release – 28 January 2020

## **Beer, wine, and spirits will carry age restrictions globally, leading producers announce in new drive against underage drinking**

*Symbols or written age restrictions will be added to labels on alcohol drinks produced by members of the International Alliance for Responsible Drinking (IARD), sending an even clearer message that these products are not for minors.*

The initiative – which also applies to alcohol free extensions of alcohol brands - is one of five clear and direct actions announced by IARD as part of a new drive to accelerate efforts to reduce underage drinking globally.

Recognizing the growing importance of digital communications, IARD members committed to take further action to prevent minors from seeing or interacting with their brands online – building on a groundbreaking partnership with leading digital platforms announced last year. IARD members also invited online retailers and others to work with them to develop global standards for the online sale and delivery of alcohol. The full set of actions can be found [here](#).

IARD members oppose any consumption of alcohol by minors. They invite retailers to work with them to do more to prevent sales to minors. And they urge parents not to share alcohol with their children as they call on all parts of society to come together to eliminate underage drinking.

Albert Baladi, President and CEO of Beam Suntory and IARD CEO Chair, said:

*“These five actions mark another step towards our goal of eliminating underage drinking. Minors should not drink alcohol, and we proactively support strict enforcement of legal purchase and drinking age regulation. Although underage drinking has fallen in many parts of the world, this trend is not universal. We want to accelerate progress and work with others to eliminate underage drinking in every community through a whole-of-society approach.*

*We call on other producers to join us. We call on retailers to work with us to do more to prevent minors from buying alcohol in stores and online. And we call on parents and other adults to support us by not buying alcohol for, or sharing alcohol with, children and minors, even if they do this with good intentions.*

*Together, we must ensure everyone reinforces the message that underage drinking is socially unacceptable.”*

#### **About Pernod Ricard**

*Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €9,182 million in FY19. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 roadmap supporting the United Nations Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in the beverage sector in Vigeo Eiris. Pernod Ricard is also a United Nation's Global Compact LEAD company.*

*Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index.*

#### **About IARD**

*The International Alliance for Responsible Drinking (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol. For more information on our membership and what we do, please visit [www.iard.org](http://www.iard.org).*

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# Actions to accelerate reductions in underage drinking

We, the members of the International Alliance for Responsible Drinking, today announce a new set of clear and direct actions aimed at accelerating efforts toward eliminating underage drinking. These steps are an initial response to the challenges made to our sector in the 2018 United Nations Political Declaration on noncommunicable diseases.

We want to raise standards across our sector and will continue to use our regular and productive dialogue with the World Health Organization to better understand what more we can do - including building on government regulation to establish co-regulatory frameworks to further reduce the harmful use of alcohol.

We oppose any consumption of alcohol by minors. Our beer, wine, and spirits should only be consumed by adults of legal drinking age who choose to drink, and we do not produce or market alcohol products that have primary appeal to minors. We fully support regulation to set legal purchase and drinking ages. We have been working with communities to reduce underage drinking for many years, and we proactively support enforcement of regulation according to national and cultural context.

Underage drinking is declining in many countries worldwide. However, this trend is not universal, and it is critical that we do more. Today, we are accelerating action and call on all parts of society to act. We call on other producers to join us. We call on retailers to work with us to do more to prevent minors from buying alcohol. And we call on parents and other adults to support us by not buying or sharing alcohol with minors, even if they do this with good intentions. Together, we must ensure everyone enforces the message that underage drinking is socially unacceptable.

## OUR ACTIONS

- 1. We will introduce a clear age-restriction symbol or equivalent words on all our alcohol brand products – including alcohol free extensions of alcohol brands – sending a clear message to all communities that our beer, wine, and spirits should not be bought or consumed by minors. We will start to roll this out immediately, where legally permissible, with compliance across all markets by 2024.*
- 2. We do not want minors to drink alcohol. We do not and will not market alcohol free extensions of alcohol brands to minors.*
- 3. The digital sphere is the arena where our consumers increasingly want to engage with us. We will do more to build on the progress we have made, working with leading digital platforms, to implement rigorous online safeguards in our ongoing efforts to stop minors from seeing or interacting with our brands online. These safeguards will be in place for at least 95% of our online alcohol marketing by 2024, with an objective to reach elimination at the earliest opportunity.*
- 4. We will invite retailers, wholesalers, and distributors to work with us to determine how best-practice initiatives relating to age verification can be implemented globally, while taking account of local differences.*
- 5. Recognizing the growing role of online retail, we will specifically invite online retailers, postal services, and delivery companies to join us in developing global standards for the online sale and delivery of alcohol, where such sales are legal.*