

Beat: Health

## LEADING GLOBAL ALCOHOL PRODUCERS REAFFIRM COMMITMENT TO REDUCE HARMFUL DRINKING

### PRODUCERS OF BEER, WINE & SPIRITS

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**USPA NEWS** - The International Alliance for Responsible Drinking (IARD) launched the 'Guiding Principles for Responsible Retailing of Beverage Alcohol' at the World Retail Congress - Africa on 3 November 2015. leading global producers of beer, wine, and spirits have signed a series of collective,...

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These targeted actions, applicable in five key areas, and implemented over a five-year period (2013-2017), aim to :

- Reduce Underage Drinking
- Strengthen and Expand Marketing Codes of Practice
- Provide Consumer Information & Responsible Product Innovation
- Reduce Drinking and Driving
- Enlist the Support of Retailers to Reduce Harmful Drinking

The Guiding Principles for Responsible Retailing of Beverage Alcohol were developed in collaboration, to set a standard that both retailers and producers support, and encourage responsible retailing worldwide.

Leading retailers have already adopted policies and undertaken measures to promote responsible retailing, and many producers support responsible retailing initiatives such as proof-of-age requirements and server training.

The retail guiding principles reflect a common industry standard and are intended to encourage responsible retailing worldwide. Agreed by leading global beer, wine, and spirits producers with support from retailers, these principles are intended to encourage both producers and retailers alike to do their part to ensure the responsible sale of alcohol.

Source : International Alliance for Responsible Drinking

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