



**“Responsib’ALL Day”  
24 hours of action worldwide  
Pernod Ricard’s 18,000 employees taking part in  
Don’t Drink & Drive initiatives**

**Paris, 23 May 2011**

**Today, 23 May, Pernod Ricard’s 18,000 employees, operating in 70 countries, are launching initiatives to address a single issue: combating drink driving.**

Since 1971 with the foundation of IREB (French Institute of Scientific Research and Study on Drink), the Group has been committed to **preventing risks associated with alcohol abuse**. This awareness day, entitled “Responsib’ALL Day”, is the outcome of 40 years of preventive measures organised in partnership with public authority partners.

It is also the starting point for new initiatives, campaigns and events to be launched throughout the world, **in line with the recommendations of the decade of action for road safety, announced on May 11<sup>th</sup> by the United Nations**.

Every subsidiary, from Auckland to Los Angeles, including Shanghai, Paris and many other capital cities, is thus developing a range of actions, such as exhibitions about prevention and awareness campaigns worldwide, forums with local authorities and non-profit organisations responsible for road safety, as well as educational programs targeting Group employees and consumers, and more specifically young adults.

During this day of action, all Pernod Ricard employees are urged to sign a manifesto, the “*Pernod Ricard Act*”, with signatures triggering a donation scheme. This year, Pernod Ricard decided to put a particular emphasis on emerging countries, where alcohol-related road deaths are increasing along with the emergence of a middle-class ability to afford a car.

This day will turn the Group’s 18,000 employees into active ambassadors for a common and universal cause, the prevention of drink driving.

Pierre Pringuet, Chief Executive Officer of Pernod Ricard, underlined that: *“We are banking on all Group employees, on the same day and in all subsidiaries, taking part in initiatives to take concrete steps against drink driving. The personal commitment of our 18,000 employees, through the ‘Pernod Ricard Act’ will be magnified by the launch of pilot projects by the Group in emerging countries, where road safety could be much improved. These initiatives will specifically target young drivers and will be carried out and assessed in partnership with international scale non-profit organisations and independent consultants.”*

*“Any abusive or inappropriate consumption of our products may have adverse effects on our consumers’ health and is contrary to our values and the Group’s ethos,”* Armand Hennon, Vice-President, Public Affairs for France, commented. *“As the world’s co-leader in wine and spirits, it is our duty to set a good example. The combined risk of drinking and driving is totally avoidable. Today, we remind everybody that the most efficient preventive message is that “the one who drives is the one who does not drink”. We believe that preventive actions and education are the best tools to combat drink driving”.*



## Examples of May 23<sup>rd</sup> 'Responsib'ALL Day' highlights:

**New Zealand:** 320 staff attended an event at Eden Park Stadium, home of the Rugby World Cup 2011, where they launched an anti-drink-drive billboard campaign which will run during the Rugby World Cup.

**Korea:** Pernod Ricard partnered with the Smart Driving Foundation to launch a poster campaign competition. Local Pernod Ricard employees have been 'tweeting' all day long their commitments on Twitter.

**France:** huge Tifos (banners) have been deployed in the heart of Paris, as well as on all major sites in Cognac, Champagne and Marseille. Patrick Ricard, Chairman of the Board of Directors, concluded the 'Responsib'ALL day' at the Holding company.

**USA:** Pernod Ricard employees, together with Pernod Ricard CEO Pierre Pringuet, deployed a Tifo 'Don't Drink & Drive' on Times Square before gathering together for talks with Century Council representative Ralph Blackman.

**Hong Kong:** tramways and buses carried the "Don't Drink and Drive" message whilst Pernod Ricard employees distributed promotional material in the on-trade.

**Italy:** trucks with 'Don't Drink & Drive' banners circulated in the city of Milano, in parallel with a "Party & Taxi" initiative, offering consumers buying bottles in store a 10 € taxi voucher.

**Vietnam:** the new, 1 month-old, Pernod Ricard subsidiary has fully embraced the concept and rolled out an exhibition and interactive think-tanks.

**Peru:** Pernod Ricard employees climbed the Machu Picchu, carrying a 'Don't Drink & Drive' banner and ran educational actions in the center of Cuzco.

**Ecuador:** a Tifo was deployed on the Ecuador line, and in **Cuba** a 3-Mile walk on the beach of Havana united the local Pernod Ricard team.

## Examples of Road Safety initiatives implemented by Pernod Ricard in the past 10 years:

**China:** Pernod Ricard worked together with The Road Traffic Safety Association of China to develop a media campaign against drink driving.

**Mexico:** the Domecq Foundation launched a campaign entitled "O Tomas O Manejas" ("Either you drink, or you drive") with a local actor (Jaime Camil), very popular among young people. To that end, the Foundation partnered with public authorities, universities and non-profit organisations. More than 1,000 TV and radio commercials were broadcast and more than 87 million impacts were recorded.

**UK:** Pernod Ricard UK drew its inspiration from the US campaign "Accept Responsibility", of which combating drink driving was one of the action items. Pernod Ricard UK partnered with the AA (Automobile Association) for Christmas and the New Year 2010.

## Summary of the main responsible consumption initiatives carried out by the Group :

**1971** Foundation of IREB, the French Institute of Scientific Research and Study on Drink by Jean Hémard, Chairman of Pernod.

**1990** Patrick Ricard, Chairman and Chief Executive Officer of the Group is the co-founder of Entreprise & Prévention.

**2002** Pernod Ricard signs a charter with the French Road Safety Authority, still in force.

**2005** First drink driving campaign in China. The Group introduces control over its advertising campaigns on strategic brands prior to their broadcast.

**2006** Pernod Ricard affixes the logo warning against the consumption of alcohol by pregnant women on all products distributed in the European market and includes a responsible consumption message in advertisements worldwide.

**2007** The Group becomes a member of the European Commission's Alcohol and Health forum and signs the European Road Safety Charter. Pernod Ricard formalises its rules of conduct in a Commercial Communication Code, common to all subsidiaries.

**2010** The Group focuses its initiatives on combating drink driving, in particular by educating a younger audience.



**2011** Pernod Ricard supports the creation of non-profit organisations in Thailand, Bulgaria, Romania and Slovakia. Overall, the Group is now a member of about 30 organisations worldwide and supports drink driving awareness campaigns in over 30 countries.

## **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,081 million in 2009/10. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin & Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: 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, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate (formerly Montana), Campo Viejo and Graffigna wines. Pernod Ricard employs a workforce of nearly 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 70 "Market Companies" established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard's strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics. Pernod Ricard is listed on the NYSE Euronext exchange (Ticker: RI; ISIN code: FR0000120693) and is a member of the CAC 40 index. For further information, please visit our website: [www.pernod-ricard.com](http://www.pernod-ricard.com)*

### **Contacts Pernod Ricard**

Stéphanie SCHROEDER / External Communications Deputy Director  
Florence TARON / Press Relations Manager

Tel: +33 (0)1 41 00 42 74  
Tel: +33 (0)1 41 00 40 88