

Press release - Paris, 11 June 2015

5<sup>TH</sup> EDITION OF RESPONSIB'ALL DAY

## **PERNOD RICARD IS COMMITTED TO THE RESPONSIBLE DISTRIBUTION OF ALCOHOLIC BEVERAGES**

**500,000 LEAFLETS WILL BE DISTRIBUTED AMONG RETAILERS**

**While holding its 5<sup>th</sup> Responsib'All Day, Pernod Ricard announces today that it is enlisting its salesforce to promote the Key Principles of the Responsible Distribution of alcoholic beverages. The goal? To involve retailers (Bars, Hotels, Restaurants and supermarkets) in promoting the principles of responsible drinking based on the guidelines issued by health authorities. Retailers operate on a local level and are in permanent contact with consumers. They therefore have a key role to play in promoting the responsible selling of alcohol beverages. Thanks to an integrated salesforce, boasting 5,500 sales representatives around the world, more than 500,000 leaflets will therefore be distributed directly.**

For Pernod Ricard, educating consumers directly and raising their awareness are the prerequisites for combatting high-risk behaviour. It is therefore crucial to involve those closest to the consumer, such as barmen, waiting staff and head cashiers, in this initiative.

*"Responsible distribution is the first step towards responsible drinking. It is why we want to support all our partners in their daily efforts to promote the responsible consumption of our products,"* said Alexandre Ricard, Chairman and Chief Executive Officer of Pernod Ricard.

Therefore, in order to engage with retailers more than 500,000 leaflets will be distributed directly to them by the Group's 5,500 sales representatives in 80 affiliates.

Presented simply and succinctly in sheet format, these leaflets underline the following 8 key principles:

1. Ban the sale of alcohol to minors
2. Refrain from selling alcohol to intoxicated persons
3. Discourage drink driving
4. Educate pregnant women about the risks associated with alcohol consumption
5. Do not encourage excessive consumption with promotions or unsuitable offers
6. Ensure alcohol tastings are not offered to minors during promotional events in stores
7. Educate and train teams about responsible selling and drinking
8. Verify the age of online shoppers.

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In addition, this practical leaflet lists the amounts of alcohol contained in a standard glass and the thresholds for alcohol consumption recommended by health authorities. It also features the Wise Drinking application developed last year by the Group, which allows users to calculate the number of alcohol units they have consumed in real time.

The Group decided to release this announcement during the 5<sup>th</sup> Responsib'All Day, an in-house event during which all of Pernod Ricard's 18,000 employees come together. On this day, all staff stop their work in order to lead a series of initiatives in the field promoting responsible drinking. Over the past 5 years, they have met consumers, distributors, and others. to relay the 5 commitments made in October 2012 by the industry's 13 leading companies. During the ICAP – now IARD\* – International Conference, these commitments were accompanied by an ambitious programme of measures, covering the period 2013–2017, which the signatories committed to implement. Each of them is required to provide an annual report to the international community on their progress. On 17 June 2015, the review of the 5 commitments at the end of 2014 will be presented to the press, with Alexandre Ricard in attendance.

As a reminder, the commitments are:

1. Reduce underage drinking
2. Reduce drink driving
3. Strengthen and expand best marketing practice codes
4. Provide consumer information and develop responsible product innovations
5. Enlist retailer support to reduce alcohol abuse.

As such, the Group produces several dozen awareness campaigns every year across most of its markets. 90 campaigns are currently running, the majority in partnership with public or health authorities.

They include:

- The innovative and offbeat digital campaign *“Una madre hace todo para proteger a sus hijos”* (*“A mother will do anything to protect her children”*) by Pernod Ricard Mexico to educate women about the risks of drinking during pregnancy and the risks of foetal alcohol syndrome. It was produced in partnership with the FEMECOG (Mexican Gynaecological and Obstetrics Federation) which has 4,800 members. The video can be viewed at <https://www.youtube.com/watch?v=IzmsXlk6B4o>
- The *“Don't Drink and Ride”* campaign produced by TBAF (Taiwanese alcoholic drinks industry group), of which Pernod Ricard Taiwan is a member, to encourage motorcyclists to make the right choice. This campaign was developed in partnership with local authorities and NGOs. The video can be viewed at <https://www.youtube.com/watch?v=9Vu2XBjFztY>

\* IARD: International Alliance for Responsible Drinking – for further information, please visit [www.iard.org](http://www.iard.org) and [www.responsibledrinking.org](http://www.responsibledrinking.org)

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**Pernod Ricard**  
*Créateurs de convivialité*

## PERNOD RICARD IS COMMITTED TO A RESPONSIBLE DISTRIBUTION OF ALCOHOL BEVERAGES

CONCERNED WITH A PROPER USE OF ITS BRANDS,  
 PERNOD RICARD HAS DEFINED KEY PRINCIPLES TO PROMOTE  
 RESPONSIBLE DISTRIBUTION FOR A FRIENDLY CONSUMPTION. THESE  
 PRINCIPLES AIM AT HELPING RETAILERS (ON-TRADE AND OFF-TRADE)  
 TO AVOID POTENTIAL RISKY SITUATIONS.



**BAN THE SALE OF ALCOHOL TO MINORS  
/ LEGAL PURCHASING AGE**

Check the consumer's legal drinking age by requesting  
his/ her ID if necessary



**AVOID THE SALE OF ALCOHOL  
TO INTOXICATED PERSONS**

Propose non-alcoholic drinks



**DISCOURAGE DRINK DRIVING**

Promote the designated driver, the use of breathalysers  
or alternative means of transportation



**EDUCATE PREGNANT WOMEN TO THE RISKS  
ASSOCIATED WITH ALCOHOL CONSUMPTION**



**DO NOT ENCOURAGE EXCESSIVE CONSUMPTION WITH  
PROMOTIONS OR INADEQUATE SPECIAL OFFERS THAT  
MAY LEAD TO BINGE DRINKING**



**ENSURE ALCOHOL TASTINGS  
ARE NOT OFFERED TO MINORS  
DURING PROMOTIONAL EVENTS IN STORES**




**EDUCATE AND TRAIN  
THE SALES TEAMS  
ON RESPONSIBLE CONSUMPTION**




**CONTROL ONLINE SALES**

Require on-line shoppers to enter their age and  
nationality information prior to purchasing and ask for ID  
presentation upon delivery.


**WHAT IS THE AMOUNT OF ALCOHOL IN A STANDARD DRINK?**




This measure allows each person to ensure that his/her own consumption respects and does not exceed the recommended thresholds.

  
 Wine  
10cl/12% abv


=

  
 Pastis  
2,5cl/45% abv


=

  
 Whisky  
3cl/40% abv


=

  
 Champagne  
10cl/12% abv

=

  
 Liquor wine  
7cl/18% abv

=

  
 Beer  
25cl/5% abv

**WHAT DOES RESPONSIBLE DRINKING MEAN?**

According to recommendations in most countries, safe alcohol thresholds are :

2

Standard drinks

> for women, per day **maximum**

3

Standard drinks

> for men, per day **maximum**

4

Standard drinks

> occasionally (parties...)

0

Standard drink


> for the pregnant / breast-feeding women

> for the drivers

> during situations at risk

> at least once a week

**HOW DO YOU EVALUATE YOUR CONSUMPTION?**



The **Wise Drinking App** immediately evaluates your Blood Alcohol Content and informs you about the means of transportation thanks to its geolocalisation feature

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### **About Pernod Ricard**

*Pernod Ricard is the world's co-leader in wines and spirits with consolidated sales of € 7,945 million in 2013/14. 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, Campo Viejo, Graffigna and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,000 people and operates through a decentralised organisation, with 6 "Brand Companies" and 80 "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 Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.*

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