



**PREVENTION
CONSUMER INFORMATION
SELF-REGULATION**

**Working Group
on Alcohol and
Responsibility**



COMPLIANCE

**LAWS
REGULATIONS
CONTROL
STANDARDS
POLICY**

**REPORT
2021/2022**

PUBLISHER'S INFORMATION

Report 2021/2022

Working Group on Alcohol and Responsibility

Published by

Arbeitskreis Alkohol und Verantwortung (AAuV) (Working Group on Alcohol and Responsibility) of the BSI

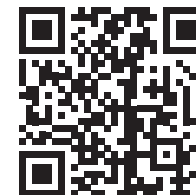
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MILESTONES

The Working Group on Alcohol and Responsibility – the social aspects committee of BSI – has launched numerous initiatives over the last 18 years.

The three main pillars of responsible corporate governance in the spirits industry are:

Prevention,
Consumer information and
Self-regulation.

All the initiatives introduced in recent years continue to this day. They are successfully maintained and consistently further developed.

Klartext
reden!

(‘Tell it straight!’)

2005 Initiative
launched at
schools



318
Information evenings for parents



2022
Relaunch of website
and online training

Massvoll-
geniessen.de

(‘Enjoy in moderation’)

2009

Launch of
www.massvoll-geniessen.de



▶ **1M**
visitors per year



2022 65%
of companies in
sector link to
massvoll-geniessen.de



2022 100%
of TV ads
feature RDM





SCHULUNGSINITIATIVE JUGENDSCHUTZ

(‘SchuJu’ protection of minors
training initiative)

2007 Launch
of
‘SchuJu’



2018

Launch of new
web-based
training (WBT)



2022 25

Cooperation partners
for ‘SchuJu’



C. 240,000

‘SchuJu’ certificates (WBT)



2019

Launch of WBT on protection of
minors in online retailing



2014 Recommendations
for online retailing



(‘9 months 0 blood alcohol’
for the love of your child)

2009 ‘Responsible
from the Start!’
campaign launch

6.5M
leaflets distributed



2021

Launch of new
‘9 months 0 blood alcohol’
social media campaign



▶ 1M

social media reach
per year



2021

new leaflet, ‘Alcohol in the
workplace - a sober look!’



**DON'T
DRINK
AND
DRIVE**



2014

‘DON'T DRINK AND DRIVE Academy’
launched at vocational schools



100

events with ‘DDAD’
driving simulator



2021

‘DDAD’ tour
in Hesse



2022 ‘DDAD’ tour in
Mecklenburg-Western Pomerania



2022

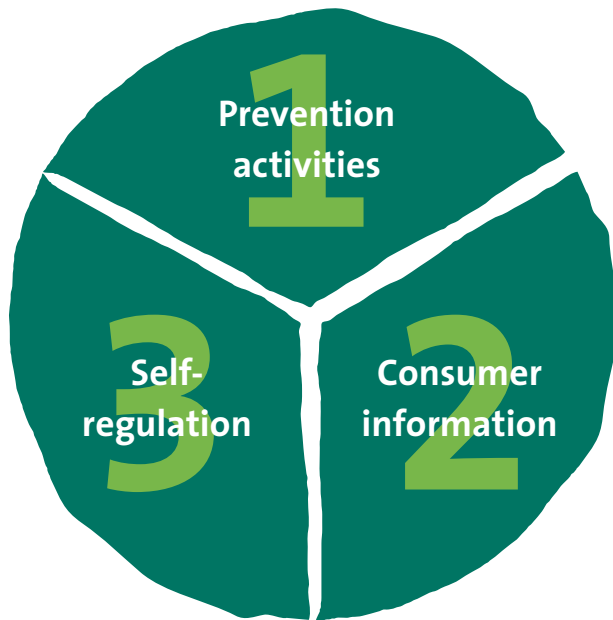
12.5M
reach for reporting and
in social media



EDITORIAL

The Working Group on Alcohol and Responsibility (Arbeitskreis Alkohol und Verantwortung – AAuV) is a committee of the Federal Association of the German Spirits Industry and Importers (Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e. V. – BSI). Set up 18 years ago in 2005 on the basis of the BSI Code of Conduct, the Working Group addresses all ‘non-commercial’ aspects of BSI’s work, aiming to promote responsible drinking and to help combat alcohol abuse.

The work of the BSI Working Group on Alcohol and Responsibility has three pillars:



Guiding principles of corporate social responsibility for BSI member companies are set out in the BSI Code of Conduct, which has proved a highly effective instrument in recent years. Companies must consistently apply and comply with the Code of Conduct and the self-regulatory principles it contains as a condition for becoming and remaining BSI members. BSI has been implementing this in a consistent and credible manner for many years.

All activities are based on the conviction that, companies bear responsibility for enabling risk-competent and healthy consumption of their products. Alcoholic beverages are an integral part of our culture, part of enjoyment and indulgence, but they also need to be consumed in a conscious, moderate and responsible manner.

The corporate social responsibility (CSR) activities are planned and implemented by the Working Group on Alcohol and Responsibility. The Working Group’s activities are indirectly supported by all BSI member companies. Its prevention initiatives are developed, implemented and evaluated on a targeted, effective, project-by-project basis by a range of independent academic experts, including members of the medical professions, psychologists and educationalists.

Corporate social responsibility in our industry remains inseparable from the important task of promoting responsible drinking and helping to combat alcohol abuse. Alongside all the tasks still before us in this area, we therefore consider the decrease in alcohol consumption among children and

‘So there is no question whether we can be part of the solution. On the contrary, assuming responsibility through the Working Group on Alcohol and Responsibility is part of the industry’s purpose.’

adolescents over the last several years as a positive trend, because this group expressly is NOT a target segment for our members' products.

From the very beginning, the work of the Working Group on Alcohol and Responsibility has been actively supported by a wide range of partners over the years, including companies, industry associations, other organisations, national and regional government departments and the scientific community. As in the years before, we would like to thank everyone for their ongoing commitment and support, especially in the last two years. The joint commitment of all involved is vital to the lasting success of the activities of the Working Group on Alcohol and Responsibility and to the promotion of responsible drinking today and in the future.

Thomas Ernst
President

Angelika Wiesgen-Pick
Managing Director



Working Group on Alcohol and Responsibility

Prevention involves us all. The Working Group on Alcohol and Responsibility takes pride in collaborating with numerous organisations that share our commitment to promoting responsible alcohol consumption.

TELL IT STRAIGHT! - KLARTEXT REDEN!

Initiative promoting alcohol prevention in families



Klartext
reden!

Cooperation partner: Bundeselternrat (Federal Council of Parents)

Parents play a crucial role in teaching and learning consumption patterns. Children begin to imitate their parents' behaviour as early as around four years of age. It is therefore very important to implement targeted prevention programmes that enhance parenting skills and enable parents to effectively model healthy consumption patterns for their children.

'Klartext reden!' ('Tell it straight!') is an initiative promoting alcohol prevention in families launched by the BSI Working Group on Alcohol and Responsibility and the Bundeselternrat (Federal Council of Parents).

There are six main components to the initiative:

- Parent information evenings at schools
- 'Klartext reden!' ('Tell it straight!') leaflet
- Website: www.klartext-reden.de
- A Facebook page
- Online training for parents: www.klartext-elternttraining.de
- Evaluations (report on the website www.klartext-reden.de/downloads).

The parent information evenings focus on practical guidance and how to deal with parenting questions like addressing the subject of alcohol so that a child will listen, whether the law on the protection of minors applies at a private party, or imposing effective limits as a parent.

The information evenings are offered nationwide and are held by independent addiction and prevention experts.

The topics for the parents' evenings are continually developed and adapted to parents' needs.

Due to the restrictions on in-person events at schools in 2021 and 2022 during the Covid-19 pandemic, the working group shifted their focus during the reporting period to expanding their digital prevention offerings. This included the development of web-based training and social media campaigns.

The posts reached a total of around two million users in 2021 and 2022.



Björn Ahlsleben
Head Teacher, Am Gröpertor
European School

'For the parents of our 400 students, I am pleased to offer 'Tell it straight!' parent information evenings. Like the first, the second workshop one also took place in a pleasant atmosphere, facilitated by the engaging speakers. This led to an insightful discussion between the expert and the participants on the important topic of educating children from an early age about the risks and dangers of alcohol consumption. Creating a foundation of trust between parents and children early on is crucial for fostering good communication. Parents are very positive about the competent support provided by the speakers on the 'Tell it straight!' team. I look forward to more of these successful evenings.'

Examples of Facebook posts from the 2021/2022 initiative



‘Post-Covid, we look forward to many more successful ‘Tell it straight!’ parent information evenings at the many schools requesting them, with a variety of regional collaborations and political patrons.’

Angelika Wiesgen-Pick, Managing Director



**Alois Gerig,
Member of the German Bundestag
and Chairman of the Bundestag
Food and Agriculture Committee**

‘At the ‘Tell it straight!’ evenings, parents work together using practical examples to learn how to talk openly with their children about alcohol, set clear limits and also enforce them. The prevention experts give tips and suggestions to help parents strengthen their parenting skills, set clear limits and also enforce them. The ‘Tell it straight!’ workshops generate a very positive response, so I am very pleased to continue as their patron and look forward to seeing them benefit even more parents from my Neckar-Odenwald constituency.’

Six parent information evenings were held as part of the ‘Tell it straight!’ initiative in 2021. Three of these took place in the Neckar-Odenwald district under the patronage of Alois Gerig, Member of the German Bundestag.



Between 2005 and 2021, the initiative was endorsed by each incumbent Federal Drug Commissioner in a foreword to the current leaflet and to the online training module for parents.

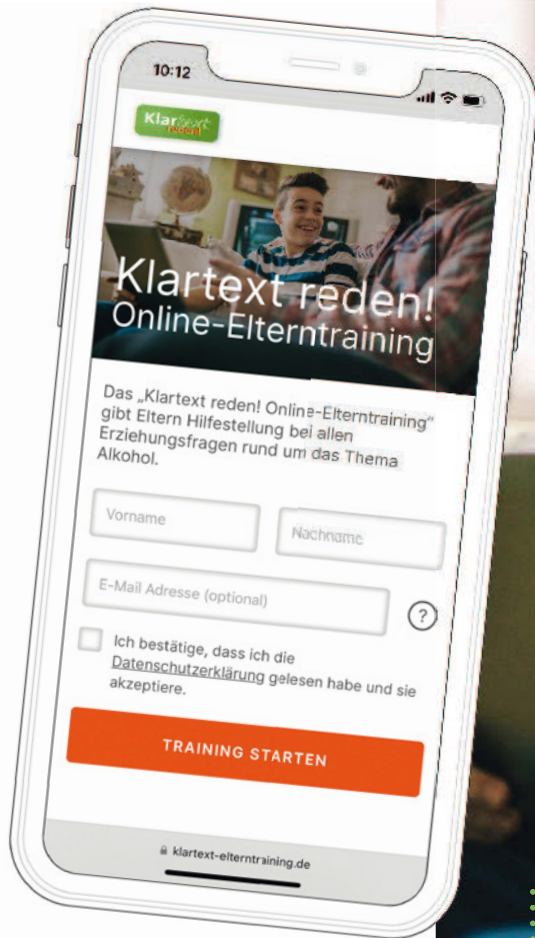
Around 50,000 ‘Tell it straight!’ leaflets have so far been printed and distributed.

In 2022, the group launched a new website and relaunched their online training programme for parents. The redesign aimed to provide a user-friendly platform for parents and schools – the initiative’s main target group – providing easy access to practical content and training courses. The online training programme includes two courses for improving parenting skills in alcohol prevention, one for parents with children under 14 and the other for parents of teens aged 14 and older. The programme has been optimised for all mobile devices and is free to access without registration at www.klartext-elterntraining.de.

Since 2005, 318 workshops and 1 webinar have been held with a total of 8,028 participants.

Also in 2022, the group posted the first coaching video on their website and social media, featuring a father-son example situation. The video was also included as an easily accessible coaching resource in the online training programme.

As part of the online prevention efforts, prevention-focused content is regularly posted and promoted on the initiative’s Facebook page.



More than 113,500 parents have used
the online training course since 2010.



IN CONVERSATION WITH

**Dr. Wolfgang
Settertobulte**



Dr. Wolfgang Settertobulte was born in 1960 and studied psychology and sociology at the University of Bielefeld. He completed his a doctorate in health sciences in 1997. From 1998 to 2002, he was coordinator of the German sub-studies of the WHO Youth Health Survey ‘Health Behaviour in School-aged Children’ (HBSC) and the WHO Collaborating Center for Child and Adolescent Health Promotion at the University of Bielefeld, and consultant to the WHO in Geneva and Copenhagen. Today, he is a freelance speaker and author, Managing Director of the Society for Applied Social Research (GE-F-A-S), and an occasional honorary lecturer in health sciences at the University of Bielefeld and Linz University of Applied Sciences. His work focuses on applied issues in empirical social research, health behaviour research and the design and evaluation of prevention and health promotion strategies. Dr. Settertobulte is a highly regarded lecturer in addiction prevention and adolescent health behaviour.

Germany has a comprehensive mix of behavioural prevention and situational prevention measures relating to alcohol consumption. Laws such as the Protection of Young Persons Act regulate the sale of alcoholic beverages, while numerous prevention measures aim to encourage behavioural changes towards responsible and moderate consumption. How successful is this mix of measures in your view?

As an international comparison of alcohol prevention measures shows, a balance of behavioural prevention and situational prevention measures is necessary to bring about significant change in alcohol consumption among the population and hence also to reduce the economic impacts of drinking. The situational prevention measures mainly target identified at-risk groups directly, while behavioural prevention measures focus on the attitudes and knowledge of larger population groups, such as school students.

Broad-based educational campaigns, advertising restrictions and warning labels on beverage packaging have shown little impact in the past. Instead, in the German experience, prevention strategies that promote responsible and moderate alcohol use have proven more effective and credible with the target audience and are also better aligned with the health policy goal of harm reduction.

The BSI Working Group on Alcohol and Responsibility has been organising prevention and education campaigns focused on parenting and family, pregnancy and breastfeeding, the workplace, youth protection and road traffic for many years, as detailed in this report. Can, or indeed must, BSI be part of the solution in the areas of situational abstinence and abuse prevention?

‘It is commendable for the alcohol industry to acknowledge its role in combating alcohol-related issues and collaborate in reduction strategies.’

As long as the measures promoted by the Working Group on Alcohol and Responsibility are scientifically proven to be effective and free of any marketing, it doesn't matter if they are supported by the alcohol industry. The objective is not to eliminate alcohol entirely from society, but to encourage responsible consumption and minimise alcohol abuse and related illnesses as far as possible.

How do you rate the effectiveness of individual measures of the Working Group on Alcohol and Responsibility, such as the ‘Tell it straight!’ initiative?

In my view, the Working Group on Alcohol and Responsibility essentially promotes strategies that come under the heading of harm reduction in relation to the use of alcohol. Related impact research shows that such strategies prove successful when they follow certain operating principles. The ‘Tell it straight’ programme differs from the usual prevention strategies in that its target group is not children and adolescents, but their parents. Its aim is to equip parents with the necessary tools to assist their children in developing skills in relation to responsible alcohol consumption as they grow up. Based on efficacy studies carried out to date, the parent workshops offered in the programme have been found to be effective in boosting parents' self-efficacy expectations and confidence in guiding their children through this development phase and managing any potential issues that can come up.

What measures do you think are most suitable for promoting responsible consumption and further reducing abuse?

In the past, it has been demonstrated that conventional approaches such as merely providing information, for instance in school settings for adolescents, do not yield the

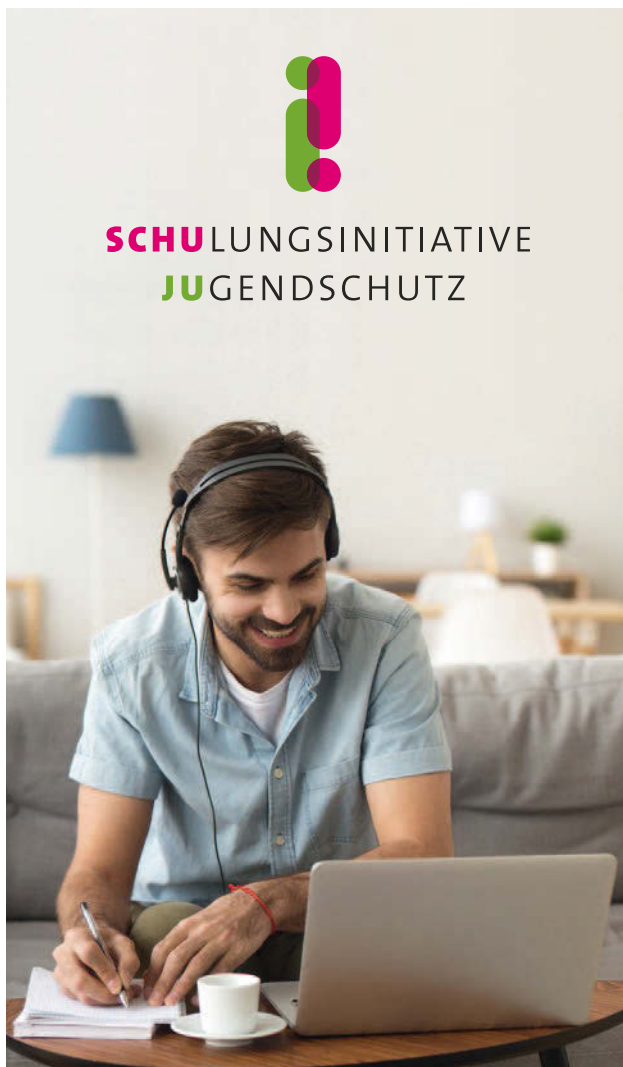
intended outcomes. In my opinion, responsible alcohol consumption can primarily be achieved through situational strategies, which relate to opportunities for consuming alcohol and its immediate repercussions. This includes enforcing the Protection of Young Persons Act, implementing alcohol controls in road traffic – also for vehicles that do not require a driver's license – establishing clear guidelines on alcohol sales at public festivals, and providing alcohol-free leisure activities.

‘When it comes to preventing alcohol abuse, it should be noted that the primary cause is not the alcohol itself, but rather the underlying problems of the individuals concerned. In other words, alcohol abuse is merely a symptom and not the root problem.’

Therefore, in order to prevent severe alcohol-related consequences among certain target groups, it is imperative to provide them with support in managing their daily lives, including school or work-related challenges, and to offer them easy access to help when they face acute problems.

KNOW THE LAW ON PROTECTING MINORS

‘SchuJu’ – initiative promoting rigorous enforcement of the law on protection of minors



Launched in 2007 by the BSI Working Group on Alcohol and Responsibility, the ‘Schulungsinitiative Jugendschutz’ or ‘SchuJu’ initiative (‘Initiative on training in the protection of minors’) provides a comprehensive range of training measures to ensure rigorous implementation of the Protection of Young Persons Act in the sale and serving of alcoholic beverages. Employees in the retail sector, service stations, catering and online retailing are the front line of an effective system for the protection of minors. It is therefore crucial for staff in these sectors to be sensitised and trained on the topic of the protection of minors when selling and serving alcoholic beverages. All measures in the initiative are directed at ensuring that staff always check the age of customers or guests when there is the slightest doubt that a customer is of legal age to purchase alcohol (16 years for beer, wine and sparkling wine, and 18 years for spirits and spirituous beverages).

Twenty-five partner associations from the retail, service station, catering and online retailing sectors work together to make the initiative an integral part of training.

Over 45,000 ‘SchuJu’ certificates were awarded online and offline in 2021 and 2022.

There are six main components to the initiative:

- **Two online training courses on the protection of minors in relation to the serving and sale of alcoholic beverages: www.schuju-training.de**
- **Online training course for online store operators on the protection of minors: www.onlinehandel-wbt.de**
- **Website: www.schu-ju.de**
- **Training kits for live training**
- **Leaflets for the retail, service station, restaurant and online retailing sectors**
- **Other aids for everyday work – such as age check discs.**

The ‘SchuJu’ training initiative’s online courses offer participants extensive knowledge about the relevant provisions of the Protection of Young Persons Act, and provide them with arguments to understand why the protection of minors is important for social and medical reasons. Practical argumentation aids are useful in preparing for difficult situations that may arise in everyday work, such as when a guest or customer does not have proof of age and their age is not clearly evident. Once participants have successfully completed the online training course and passed the knowledge test, they are awarded a personalized ‘SchuJu’ certificate as proof of their training.



Sven Bürkner
Internal Coach, Branch
Operations, Q1 Energie AG

‘During the Covid-19 pandemic, contact restrictions prevented us from providing in-person training to larger groups of employees. The online training courses in the ‘SchuJu’ initiative continued to provide practical and resource-efficient training on the protection of minors during the pandemic. User-friendly online training courses like the ‘SchuJu’ WBT are very useful in ensuring that service station employees consistently implement the law on protection of minors in the sale of alcoholic drinks.’

Since its launch in 2019, WBT has provided over 6,800 users (with or without registration) with information on the protection of minors in the online retailing of spirits.

The www.schu-ju.de website was relaunched in 2022 to offer an even more user-friendly experience. The intuitive menu navigation allows employees in the retail, service station, food service and online retail sectors to quickly access relevant information and tips for their industry. In addition, the presentation of the website was optimised for all mobile devices.

An additional online training course provided by the working group is aimed at online retailers, developers and programmers. The Web Based Training (WBT) on the protection of minors in online retailing of spirits (www.onlinehandel-wbt.de) clearly presents all of the available options for reliable age verification systems in the ordering and supply of alcoholic beverages.

Cooperation partners: Federal Association of eCommerce (BVOH), German E-Commerce and Mail Order Association (bevh)

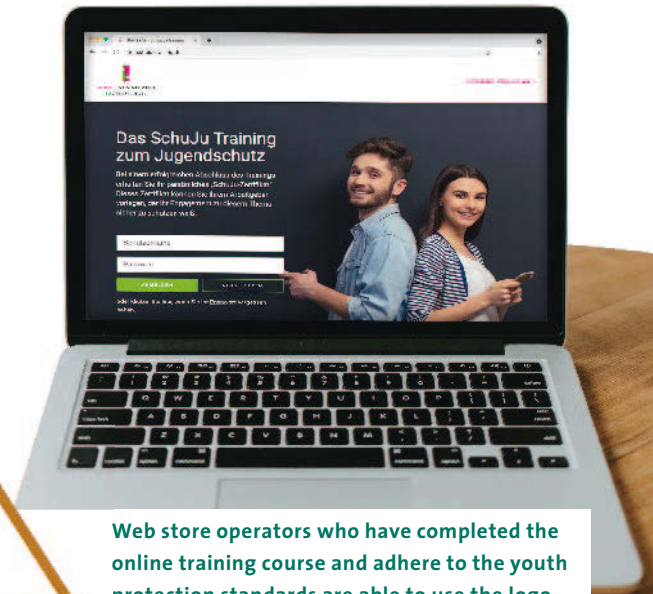
‘The online content provided by the ‘SchuJu’ initiative provides practical assistance in complying with the law on the protection of minors at all times. The relaunch in 2022 optimised the ‘SchuJu’ website for mobile use. So employees and trainees can now learn about the protection of minors wherever they are and with any device.’

Angelika Wiesgen-Pick, Managing Director

More than 241,000 participants have successfully completed the ‘SchuJu’ training (with certificate) since the launch of the initiative in 2007.



Roman Koller was made the initiative’s ‘Youth Protection Hero 2021’ for one of the top scores in the knowledge test in 2021.



Web store operators who have completed the online training course and adhere to the youth protection standards are able to use the logo, ‘Jugendschutz im Online-Handel – Wir halten uns dran’ (‘Protection of Minors in Online Retailing – We Comply’).

25 partner associations from the retail, service station, catering and online retailing sectors work together to make the initiative an integral part of training.



SCHULUNGSINITIATIVE
JUGENDSCHUTZ

- Federal Association of Teachers for Vocational Education and Training (BvLB)
- German Hotels and Restaurants Association (DEHOGA Bundesverband)
- German Retail Federation (HDE)
- Federal Association of the German Retail Grocery Trade (BVLH)
- German Bartenders Association (DBU)
- Association of German Chambers of Industry and Commerce (DIHK)
- Association of Independent Petrol Stations (bft)
- Federal Association of Petrol Stations and Commercial Car Wash (BTG e. V.)
- Central Association of Petrol Stations (ZTG)
- Association of Fuels and Energy (enzx)
- Federal Association of Medium-Sized Oil Companies (UNITI)
- Trade Union of Food, Beverages, Tobacco, Hotel, Catering and associated workers (NGG)
- Service Stations Association (Tankstellen-Interessenverband e. V.)
- Federal Association of German Beverage Wholesale (BV GFGH)
- Bavarian Association of Gas Stations
- Munich Bartending School (Barschule München)
- Saxony Bar Academy (bar academy sachsen)
- German Bartender School
- Federal Association of the Food Service Industry (BdS)
- German Association of Towns and Municipalities (DStGB)
- Association of German Beverage Retailers (VDGE)
- German Youth Carnival Union (BDK-Jugend)
- Rhine-Main Bartending School (Barschule Rhein-Main)
- ProWein international wine and spirits trade fair
- Federal Association of German small and fruit distillers

(listing in order of joining)

‘SchuJu’ materials are also in use by the German Crime Prevention Programme (ProPK) at regional criminal investigation bureaus.



Working together: 25 partner associations from the retail, service station, food service and online retailing sectors pull together in the ‘SchuJu’ initiative!



Four brochures for four different industries.



RESPONSIBLE FROM THE START!

Initiative on abstinence from alcohol during pregnancy and breastfeeding



9 Monate
0 Promille

9Monate0Promille.de

aus Liebe zum Kind

Fetal alcohol syndrome (FAS) refers to a range of physical and mental impairments of varying severity that result from alcohol consumption

during pregnancy. While FAS is not curable, it is completely preventable. Highlighting the need to abstain from alcohol during pregnancy is the goal of an initiative, 'Verantwortung von Anfang an! – 9 Monate – 0 Promille' ('Responsible from

the Start! – nine months, zero blood alcohol'). This is because abstinence is a sure way of preventing fetal alcohol syndrome.

The initiative provides expectant mothers and young women of childbearing age with numerous practical tips on how to keep up the resolution to abstain (hence 'nine months, zero blood alcohol').

'Responsible from the Start' began as an initiative of the Working Group on Alcohol and Responsibility in 2009. The prevention initiative has several components:

- Leaflet: 'Verantwortung von Anfang an! – Leitfaden für den Verzicht auf alkoholhaltige Getränke in Schwangerschaft und Stillzeit' ('Responsible from the Start! – Guidance on abstinence from alcohol during pregnancy and breastfeeding')
- Leaflet: 'Verantwortung von Anfang an! – Die Fetale Alkohol-Spektrumstörung' ('Responsible from the Start! – Fetal Alcohol Spectrum Disorder')
- Flyer: 'Verantwortung von Anfang an! – Was Mädchen über alkoholhaltige Getränke in der Schwangerschaft wissen sollten' ('Responsible from the Start!' – What girls need to know about alcohol in pregnancy')
- Website: www.verantwortung-von-anfang-an.de
- Instagram channel: '9monate0promille' ('ninemonthszerobloodalcohol').

The main focus of the prevention initiative is the information leaflets for pregnant women, girls and nursing mothers. These are updated annually and published in cooperation with Dr. Reinhold Feldmann (University Hospital Münster (UKM) Paediatric Clinic and Polyclinic and FASD outpatient department, Walstedde outpatient clinic) and Dr. med. Gisela Gille (practising physician in Lüneburg and Honorary Member of the German Society of Gynaecology and Obstetrics (DGGG)).

The guidance leaflet on abstinence from alcohol during pregnancy and breastfeeding has been successfully distributed for many years in 'Happy Mom' bags and 'For You' gift boxes handed out to pregnant women through gynaecological practices together with the maternity record



Dr. med. Klaus Doubek
President of the German Professional Association of Gynaecologists (BVF); Member of the Executive Committee of Deutschen Stiftung Frauengesundheit (the German Women's Health Foundation)

'The 'Responsible from the Start!' leaflet, with easy-to-understand explanations, provides a good starting point for motivating women to abstain from alcoholic beverages during pregnancy, and can be effectively used during consultations. I can therefore recommend that all colleagues use the brochure as a practical tool to address this important issue with pregnant women.'

book. Information posters and kits containing all three leaflets are also distributed to midwifery associations, counselling centres and gynaecologists. In addition, since 2013, the brochures have been distributed in doctors' surgeries via IDS, a health information service provider.

In recent years, the initiative has attracted supporters from the medical field, including the President of the German Society for Gynaecology and Obstetrics, Prof. Dr. Anton J. Scharl, many supporters from politics, and the Federal Drug Commissioner (2009 to 2021).



Dr. Manuela Rottmann
 (Photo: Katharina Dubno)

Some 653,000 copies of the 'Responsible from the Start!' guidance leaflet on abstinence from alcohol during pregnancy and breastfeeding were distributed in 2021/22, initially with a foreword by Daniela Ludwig, Federal Drug Commissioner (2019 to 2021) and subsequently with a foreword by Dr. Manuela Rottmann, Parliamentary State Secretary at the Federal Ministry of Food and Agriculture (2022).

The total circulation of all three leaflets is 6.5 million



The 'Responsible from the Start!' leaflet on what girls need to know about alcohol in pregnancy reached a total circulation of 178,000 copies in 2021 and 2022 (754,600 in total since 2012). Handed out to girls at their first gynaecological

'Based on the successful evaluation results, we plan to continue the 'Responsible from the Start!' on a sustained basis with various essential components.'

Angelika Wiesgen-Pick, Managing Director

consultation, the leaflet provides information and advice and highlights why it is necessary to abstain from alcohol during pregnancy and breastfeeding. Written by Dr. med. Gisela Gille, a practising physician in Lüneburg and Honorary Member of the German Society of Gynaecology and Obstetrics (DGGG), it has been distributed continuously since 2012.

The 'Responsible from the Start!' leaflet on fetal alcohol syndrome aims to help children, adolescents and adults better understand prenatal alcohol-related harm, providing tips for successfully helping those affected together with pointers to potential therapy, school and statutory assistance for them and their families. Compiled by Dr. Reinhold Feldmann, the leaflet has been available in German and English since 2012.

In total since the launch of the initiative, the guidance leaflet on abstinence from alcohol during pregnancy and breastfeeding has been distributed with a circulation of 5.4 million since 2009, the fetal alcohol syndrome leaflet with a circulation of 344,000 since 2012 – primarily through paediatric practices – and the leaflet on what girls need to know about alcohol in pregnancy with a circulation of 754,600 since 2012.

Of the 90 percent of pregnant women who received the guidance leaflet with the 'Happy Mom' bag and read it, 72 percent stated in 2022 that they learned to avoid alcoholic beverages altogether during pregnancy. The results of the evaluation for 2021 and 2022 are available at www.verantwortung-von-anfang-an.de/presse.

According to the most recent (2022) evaluation analysis of the leaflet for girls, around 77 percent of girls aged 14 to 17 said they had gained more information and new knowledge as a result of the leaflet (which was distributed at girls' gynaecological consultations); see also: www.verantwortung-von-anfang-an.de.



Jennifer Turbanska (left)
Lisa Weckwerth (right)

The initiative successfully launched its first social media campaign on Instagram in April 2021, using the hashtag 'gmonate0promille' ('nine months, zero blood alcohol'). This platform was chosen to target young women and girls and raise awareness about the importance of abstaining from alcohol during pregnancy. As influencers have a significant impact on health-related issues, collaborations were established with two pregnant influencers, Jennifer Turbanska and Lisa Weckwerth, who shared information about the consequences of alcohol consumption during pregnancy and breastfeeding with their followers. The 'gmonate0promille' Instagram feed gained almost a million users within a few months, demonstrating the success of the mix of expert contributions, informative posts, and influencer collaborations.

The influencer collaborations with Jennifer Turbanska (Instagram: reisezumglueck) and Lisa Weckwerth (Instagram: by.lisamaria) generated a reach of around 61,131 with feed posts and stories.

'I'm collaborating on this initiative to raise awareness through my Instagram account about the importance of avoiding alcohol during pregnancy and breastfeeding. Alcohol can pass directly into the embryo's bloodstream and cause serious physical and mental damage to the child, which is why it's crucial to abstain during this time.'

Jennifer Turbanska, mother of two, educator and influencer

Cooperation partners: German Professional Association of Gynaecologists (BVF), German Society of Gynaecology and Obstetrics (DGGG), University Hospital Münster (UKM) Paediatric Clinic and Polyclinic, FASD outpatient department, Walstedde outpatient clinic, practising physician in Lüneburg and Honorary Member of the DGGG

ALCOHOL IN THE WORKPLACE – A SOBER LOOK!

Initiative on alcohol prevention in the workplace

Workplace alcohol use can have various negative impacts. Besides the heightened risk of workplace accidents, regular use of alcoholic drinks to cope with stress can cause other problems. There is a risk of the body gradually becoming accustomed to the increased level of consumption, resulting in dependency. A leaflet, 'Alkohol am Arbeitsplatz –

nüchtern betrachtet!' ('Alcohol in the workplace – a sober look!') aims to draw attention to the topic of alcohol in the workplace, to provide tips for helping co-workers and to motivate employees to take a critical look at their own alcohol consumption.

The leaflet had a circulation of 5,000 in 2021.

To take account of the changes in the world of work, which were also accelerated by the Covid-19 pandemic, the leaflet was newly produced in 2021 as 'Alkohol am Arbeitsplatz – nüchtern betrachtet! – Ein Leitfaden für die Selbstbeobachtung und kollegiale Hilfe' ('Alcohol in the workplace – a sober look! – Guidance for self-monitoring and helping co-workers'). This replaces the previous leaflet from 2009, which was compiled in cooperation with Berufsgenossenschaft Nahrungsmittel und Gastgewerbe (BGN), the institution for statutory accident insurance and prevention in the foodstuffs industry and the catering trade. The new leaflet has various areas of focus, with tips for a responsible attitude towards alcoholic beverages in the workplace and

when working from home, strategies for stress prevention and tips for supporting co-workers. To provide people with an easy way of assessing their own consumption, the leaflet incorporates the WHO Alcohol Use Disorder Identification Test (AUDIT). The leaflet also has the support of policymakers, for example in the form of a foreword by Daniela Ludwig, the Federal Drug Commissioner from 2019 to 2021.



The Covid-19 pandemic resulted in new ways of working, including working from home. In this situation, the boundaries between working and home living can become blurred.



**Daniela Ludwig,
Federal Drug Commissioner
(2019 to 2021)**

'For what is still an underestimated problem – alcohol in the workplace – this guide specifically places the emphasis on supporting co-workers.' (Source: translated from the foreword to the leaflet 'Alkohol am Arbeitsplatz' ('Alcohol in the Workplace'), 2021)

DON'T DRINK AND DRIVE!

Initiative to reduce alcohol-related road accidents



**DON'T
DRINK
AND
DRIVE**

www.ddad.de

The 'DON'T DRINK AND DRIVE' road safety initiative was launched in 1993 by the beer, wine, sparkling wine and spirits industry associations with the aim of further reducing alcohol-related road accidents. This is the oldest ongoing road safety campaign in Germany and primarily targets young drivers aged 18 to 25, who as a group are disproportionately frequently involved in alcohol-related road accidents. The initiative's clear-cut message, 'Don't drink and drive', is directed at all road users, regardless of whether they are driving a car or riding an electric scooter or an e-bike.

It has four main components:

- 'DDAD Academy' events with a blood alcohol-level driving simulator at vocational schools
- The website www.ddad.de
- Facebook, YouTube, Instagram and Twitter channels
- Information flyer.

To make young and novice drivers as a group more aware of the consequences and risks of drinking and driving, the campaign has targeted vocational schools since 2014 with the 'DON'T DRINK AND DRIVE Academy'. At vocational schools, the 'DDAD Academy' is able to target a young, car-oriented public who tend to be opinion leaders on the subject of cars among their peers, giving them strong credibility as promoters of the 'Don't drink and drive' message. In cooperation with the ministries of transport of various German states, 'DDAD Academy' events have been held successfully at vocational schools since 2014.

No fewer than 100 'DDAD Academy' events have been held since the launch of the campaign.



Jens Deutschendorf, State Secretary at the State of Hesse Ministry of Economics, Energy, Transport and Housing, interviewed on the occasion of the 2021 kick-off event in Wiesbaden. (Photo: Paul Müller)

In 2022, the 'DDAD Academy' went on tour for the ninth consecutive year.

A total of 17 'DDAD Academy' events were held at vocational schools in 2021 and 2022 – in the State of Hesse in 2021 under the patronage of Tarek Al Wazir, Minister of the Economy, Energy, Transport and Housing, and in the State of Mecklenburg-Western Pomerania in 2022 under the patronage of Reinhard Meyer, Minister of the Economy, Infrastructure, Tourism and Labour. Detailed hygiene protocols and flexible use of time slots enabled the events to be held without problems despite the Covid-19 pandemic.

The initiative achieved a total reach of around 16.5 million in 2021 and 2022.

A total of 21 events were held with the DDAD blood alcohol driving simulator in 2021 and 2022. Number of driving simulator users: around 3,000.

Four additional ‘DDAD Academy’ events were held outside of vocational schools: Two influencer events in 2021 and two outreach events in 2022 – one as part of the ‘sicher.mobil.leben’ road safety day in Munich and one at the 22nd Saxony road safety day at the Sachsenring racetrack.



Björn Offhaus,
Vocational School Head Teacher
of Center North

‘I’m a big fan of preventive road safety, so I was happy to agree to have the ‘DDAD Academy’ stop by our school in Zierow. Our students are just the right age for the campaign.’

Additional ‘DON’T DRINK AND DRIVE’ driving simulator sessions were held in 2022, in some cases in cooperation with the BADS campaign against alcohol and drugs at the wheel.

Since 2021, the ‘DDAD’ activities have been supported by an appealing new social media campaign with considerable reach. The campaign reached over seven million users via Facebook, Twitter and Instagram channels in 2022.



Examples of social media posts from the 2021/2022 campaign

The social media channels had a reach of around 9.7 million in 2021 and 2022.

‘Promoting responsibility and risk-awareness among young drivers is important. That is exactly what we achieve with the ‘DDAD Academy’ events: instead of simply prohibiting alcohol, we persuade young people with good arguments that alcohol and driving don’t go together.’

Angelika Wiesgen-Pick, Managing Director

www.ddad.de website total reach since campaign launch: over 2 million.



Ines Jesse, State Secretary at the State of Mecklenburg-Western Pomerania Ministry of the Economy, Infrastructure, Tourism and Labour, tested the blood alcohol driving simulator at the 2022 ‘DDAD Academy’ kick-off event in Schwerin.

WWW.MASSVOLL-GENIESSEN.DE

Consumer initiative with huge reach thanks to multichannel approach



Today's educated consumers have an increased need for information on health and nutrition. The Working Group on Alcohol and Responsibility has responded to this need with the 'Enjoy in moderation' consumer education campaign, providing information on nutritional values, ingredients and the responsible and low-risk consumption of alcoholic beverages. Since 2009, the 'Enjoy in moderation' consumer protection campaign and the accompanying website www.massvoll-geniessen.de have worked to sensitise consumers to the importance of responsible drinking in all situations.

BSI member companies are able to incorporate the 'Massvoll-geniessen.de' logo as a responsible drinking message (RDM) in their advertising in addition to other RDMs used internationally by multinationals.

The logo for Massvoll-geniessen.de features the word "Massvoll-" in a bold, black, sans-serif font, with a green checkmark above the "v". Below it, the word "geniessen.de" is written in a black, cursive script font. A thin green horizontal line underlines the "v" in "Massvoll-".

A responsible drinking message featured in all TV commercials and around 71 percent of all social media activities of BSI member companies in 2022.

The ‘Enjoy in moderation’ consumer initiative uses various channels for information and education:

- www.massvoll-geniessen.de
- Facebook page: Maßvoll genießen
- Instagram feed: massvollgeniessen (since 2022)
- YouTube channel: Maßvoll genießen.

The massvoll-geniessen.de website provides consumers with information in easy-to-understand expert articles on topics such as health, consumption, nutritional values, responsibility and society. To reach as many users as possible, the initiative takes a multichannel approach, supplementing the website with presences on Facebook, Instagram and YouTube. In short video clips, indulgence experts such as Michelin-starred chef Nelson Müller or nutritionist expert Uwe Knop present personal ‘indulgence messages’ on consuming in moderation.

Four top editorial topics were published in 2021:

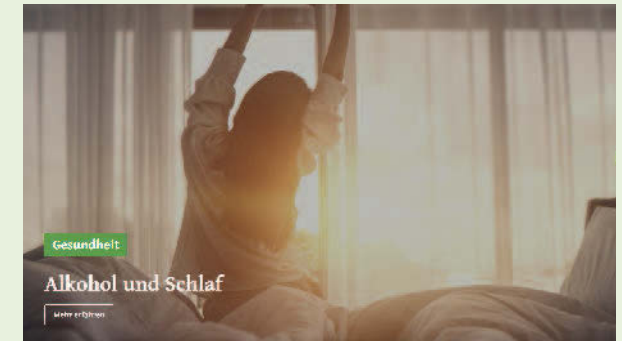
- Alcohol and the workplace
- Enjoying with all senses
- On the rocks: spirits and ice
- Interview with Swiss spirits sommelière Ilona Fässler.



Top topic 09/2021: Interview with Swiss spirits sommelière Ilona Fässler

Five top topics were published in 2022:

- Alcohol in cooking and baking
- Alcohol and sleep
- Moderation: an ancient idea more relevant than ever
- Interview with food trend researcher Hanni Rützler
- Hot drinks with a twist.



Top Topic 04/2022: Alcohol and sleep

About 86 percent of BSI member companies reported using a responsible drinking message in their advertising and marketing in 2021 and around 81 percent in 2022.

44 posts were published on Instagram and Facebook in 2021 and 2022. The social media channels alone generated a reach of around 1.8 million during this period.

In two new indulgence videos in 2021 and 2022, barrel maker Ralf Mattern and book author and nutritional scientist Uwe Knop had their say on the subject of indulgence. Ralf Mattern gave an insight into his traditional craft trade and explained how a wooden barrel can influence the later taste and enjoyment of spirit drinks. For Uwe Knop, moderation has a great deal to do with confidence in one's own body.



Behind the scenes at Ralf Mattern's video shoot

Maßvoll genießen
23. Februar 2022 · 📍

- Eine klassische Bolognesesoße, Coq au Vin, Spaghetti Vongole, Lammragout, Zabaione, Tiramisu - alle diese Gerichte haben eine Gemeinsamkeit: Die Zubereitung erfolgt mit alkoholhaltigen Getränken. Oftmals geben sie dem Gericht das besondere Aroma. Sicher haben Sie sich auch schon einmal gefragt, wo der Alkohol beim Kochen bleibt. Verschwindet er ganz? Oder sind doch noch Reste des Alkohols im Essen?
- Wie viel Alkohol bleibt nach dem Kochen? Welche Gerichte sind geeignet für Kinder, Schwangere oder abstinente lebende Menschen?

Mehr zum Thema finden Sie hier:
<https://www.massvoll-genuessen.de/.../alkohol-beim-kochen...>



One of the most popular top topics was 'Alcohol in cooking and baking'.

The website and social media channels had a combined reach of around 4 million in 2021 and 2022.



**Uwe Knop,
Nutritional scientist**

'What constitutes moderation is always a very individual matter. A good relationship with one's own body, experience, and sincere self-reflection help us find the right level. We should always ask ourselves here whether we drink alcohol consciously and enjoy it, drink in moderation and are comfortable with it all round, both physically and mentally.'

CODE OF CONDUCT ON ALCOHOL AND RESPONSIBILITY

The Federal Association of the German Spirits Industry and Importers (BSI) Code of Conduct on 'Alcohol and Responsibility' ('Alkohol und Verantwortung', fifth edition, July 2021), sets out the rules for the responsible marketing and sale of spirits and spirits-based drinks from by BSI member companies. All member companies in the Association must comply. Four companies have been expelled from the Federal Association in recent years for failure to comply with the Code of Conduct or the Position Paper that preceded it. A number of applications for BSI membership have also had to be rejected due to failure to comply with the Code of Conduct.

The self-regulatory Code of Conduct (and its predecessor, the BSI Position Paper) has been continuously revised since 2007 and dynamically adapted to the requirements for responsible corporate conduct.

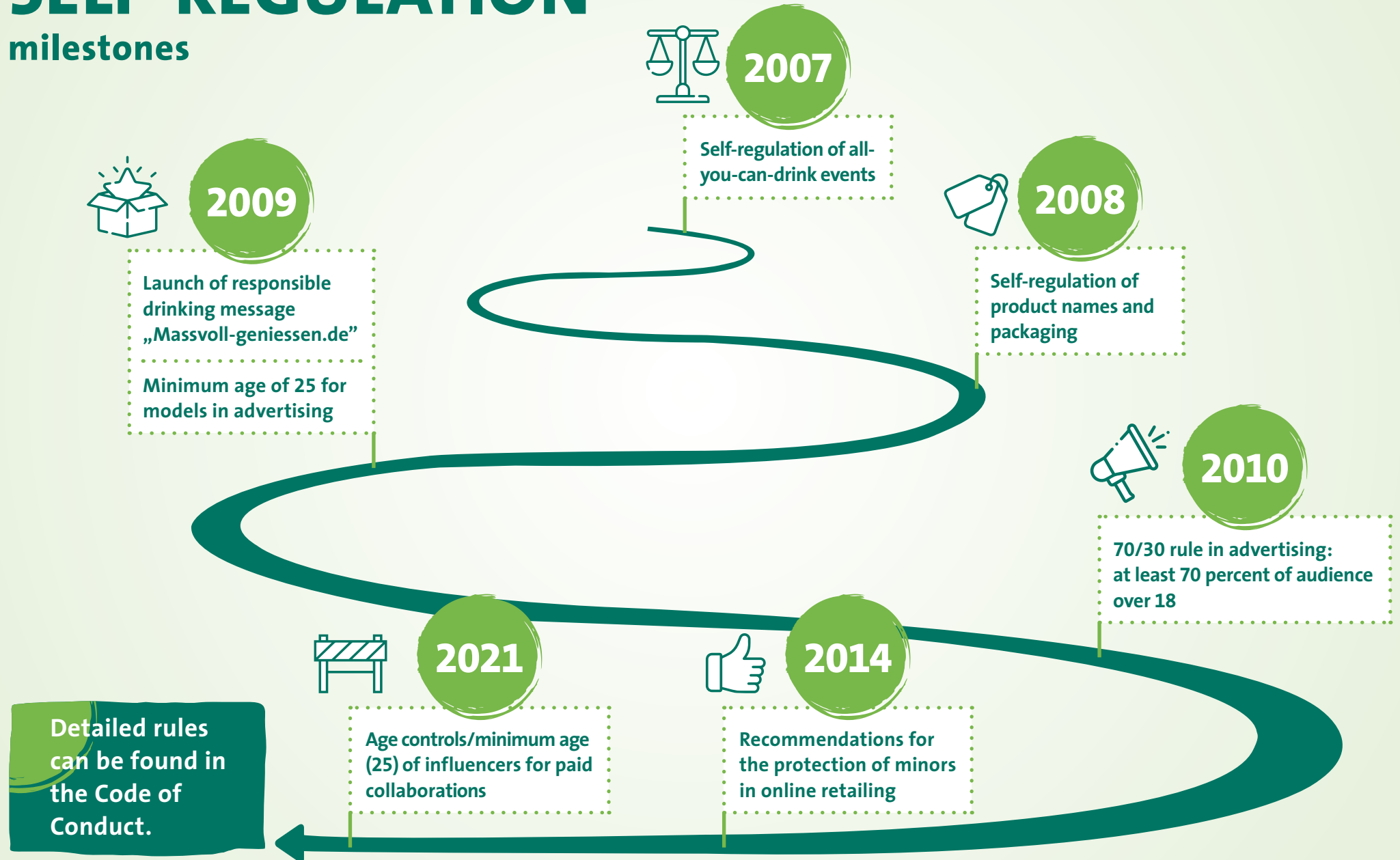


[Download
Code of Conduct](#)



SELF-REGULATION

milestones



2021 Age controls/minimum age of influencers for paid collaborations

When spirits manufacturers or importers collaborate with social media influencers who publish or promote sponsored commercial content for them on platforms such as Facebook, Instagram, Twitter, YouTube and others for monetary or non-monetary consideration, it is imperative that the sponsored content be accompanied by age restriction measures to prevent minors from accessing it. If technical age controls are not implemented, influencers must be at least 25 years old for a commercial collaboration (in line with spiritsEUROPE guidelines). Generally speaking, preference should be given to social media platform operators that already offer effective comprehensive age controls for alcohol-related commercial content.

2014 Recommendations for the protection of minors in online retailing

In November 2014, the BSI launched a recommendation on the protection of minors in online retailing with spirits and spirits-based drinks. BSI member companies who market their products through online retailing undertake to apply the rules on the protection of minors, in suitably adapted form, to online retailing activities under their control. In their own online shops, member companies ensure that only adults can order spirits and spirits-based drinks online and take delivery of them by post. This is done by stipulating an age check on parcel delivery. Online shops are also encouraged to display information for users highlighting the statutory minimum age of 18 for the purchase of spirits and spirits-based drinks and the age check on delivery.

2010 70/30-rule in advertising

BSI member companies undertake to restrict their commercial communication to print media and radio and television programmes where at least 70 percent of the target public is known to consist of adults over 18. Commercial communication should not be shown in media where minors account for more than 30 percent of the target public.

2009 Responsible drinking message

Since April 2009, a special logo featuring the website address www.massvoll-geniessen.de has been available for BSI member companies to incorporate in their advertising as a responsible drinking message ('massvoll geniessen' roughly translates as 'enjoy in moderation'). BSI members include a responsible drinking message in at least 70 percent of their television commercials and printed advertisements. Further information on the implementation of the self-regulatory initiative in 2021 and 2022 is provided in the 'Enjoy in Moderation' section.

2009 Minimum age of 25 for models in advertising

Supplementary to the 'Code of Conduct on Commercial Communication for Alcoholic Beverages' issued by the German Advertising Standards Council, BSI member companies have pledged in their commercial communications not to use models and actors who are not at least 25 years of age (a similar commitment is contained in the Charter on Responsible Alcohol Consumption and the Road Map published by the European industry organisation, spiritsEUROPE).

2008 Product names and packaging

Product names for spirits and spirits-based drinks must satisfy certain requirements. For example, product names must not use sexually suggestive language, discriminate with regard to gender or any minority, downplay the problems of abuse, be associated with enhanced performance, deliberately appeal to minors, or suggest false health claims as a result of consuming the product. The same rules apply for product packaging.

2007 All-you-can-drink events

The BSI Code of Conduct contains a clear-cut pledge for BSI member companies to help eradicate all-you-can-drink and discount alcohol events such as 'one euro' parties. Member companies and the Association are committed to taking action in a number of ways, from sending written requests not to hold such events to passing on information about them to local public order departments.

SELF-REGULATION

... of commercial communication/advertising



Download
ZAW Advertising Code

Alcohol advertising is subject to comprehensive statutory regulation in Germany. This is especially the case with regard to children and adolescents. Numerous regulatory frameworks, such as the German Interstate Treaty on the Protection of Minors, prohibit alcohol advertising that is directed at minors, is designed to be especially attractive to minors through the means of presentation, or depicts minors drinking alcohol. For adults, too, advertising for alcoholic beverages is not allowed to promote excessive drinking.

BSI and German Advertising Council pull together: effective self-regulation for alcohol advertising

In actively taking responsibility, the advertising industry goes beyond what is required of it by law. The German Advertising Standards Council, a self-regulatory body, works to prevent, or correct after the fact, advertisements that the industry itself classifies as inappropriate, irrespective of whether they can be considered legal. The German Advertising Standards Council (Deutscher Werberat, www.zaw.de) operates under the auspices of the organisations in the German Advertising Federation (ZAW) representing the advertising, retail, online retailing and media sectors, agencies, the market and social research sector and the advertising professions. The 41 organisations include the Bundesverband der Deutschen Spirituosen-Industrie und Importeure e. V. (BSI) (Federal Association of the German Spirits Industry and Importers) and other alcohol industry associations. The German Advertising Standards Council intermediates between advertisers and their audience and has helped prevent advertising that is not accepted by society since 1972. Revised on multiple occasions, the Code has applied since 2009 to all forms of advertising and sponsorship (both online and offline). It covers conventional television, cinema, billboard, newspaper, magazine and radio advertising, and also online/mobile advertising, advertising in social networks, sponsorship, product placement and point-of-sale display advertising. The Code also covers contemporary

forms of advertising, such as collaboration with influencers. Its rules are the main principles governing advertising for alcoholic beverages. Advertising may not promote or trivialise abusive consumption. This is the central tenet of the German Advertising Standards Council Code of Conduct on Commercial Communication for Alcoholic Beverages.

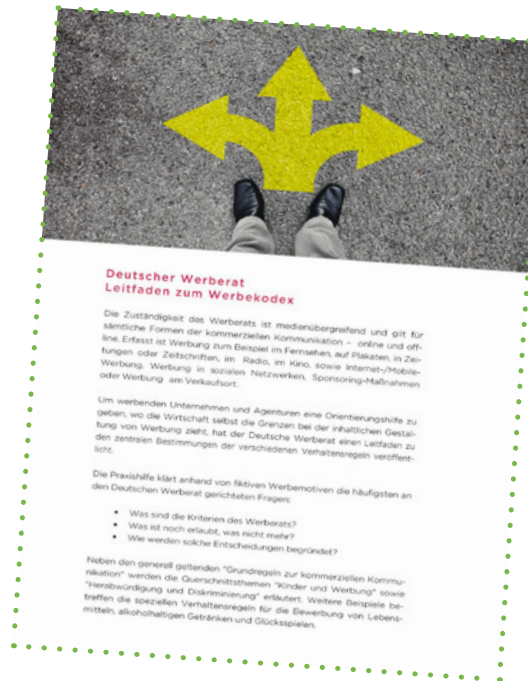
For example, advertisements are not allowed to contain:

- Any claim relating to the disinhibiting effect of alcoholic beverages
- Any claim relating to improvement of physical performance as a result of consuming alcoholic beverages
- Anything giving the impression that consumption of alcoholic beverages promotes social or sexual success.

Special provisions also apply to the protection of minors. Alcohol advertising must not, for example, be placed in media where the majority of editorial content addresses minors, nor may it show minors in the act of drinking or promoting drinking. Alcoholic beverages may not be advertised on sports kits worn by sports teams comprising minors or be conveyed in advertising and sponsorship campaigns that are directly related to minors. Additionally, individuals depicted in advertising must at minimum look like young

adults. The decisive factor here is the visual impression, not the actual age of the performers.

In some cases, these rules overlap with the BSI Code of Conduct; in others, the BSI Code of Conduct goes beyond them in order to meet the special requirements placed on the spirits industry.



The guide to the advertising code of the German Advertising Council



Example from the social media guidelines for manufacturers of alcoholic beverages, ZAW 2015, page 13

Social media guidance supplementing the Code of Conduct for alcohol advertising

In September 2015, the German Advertising Standards Council published explanatory notes on the Code of Conduct for alcohol advertising. These are directed at the producers of alcoholic beverages with the aim of ensuring the proper application of the Code in social media. Explanations and fictitious examples from the alcohol industry answer specific questions on social media and provide concrete advice for implementation. This alcohol-related guidance was also incorporated in a digital guide on the advertising code published in 2021. The latter goes beyond the specific rules on alcohol advertising and presents all the rules and regulations of the German Advertising Standards Council, including the rules against disparagement and discrimination of individuals and the basic rules on commercial communication. These requirements must also be observed by the spirits industry in its advertising communication.

Just 14 complaints in 2021 and 15 complaints in 2022 related to breaches against the German Advertising Standards Council's rules on alcohol.

Successful advertising self-regulation

The Council's complaints system is open to all: Any individual and any institution can submit a complaint to the German Advertising Standards Council in Berlin free of charge. The complaints procedure is very straightforward using an online form (www.werberat.de/beschwerdeformular). This control system ensures that consumers targeted by advertising have a means of exercising moral control over advertising activity in Germany, in addition to the mutual control exercised by business enterprises through competition law.

Complaints specifically relating to breaches of the Code of Conduct on Commercial Communication for Alcoholic Beverages played only a minor role among submissions to the German Advertising Standards Council in 2021 and 2022. A key reason for this is that the Code of Conduct itself means that above and beyond the provisions of the law, creative elements that might be found questionable are kept out of advertising from the outset. These activities are successful.

Across Europe, the number of complaints about alcohol advertising has remained stable in the last six years at less than two percent of all complaints to national advertising standards authorities (a total of some 61,800 complaints

in 2021). This statistic provided by the European Advertising Standards Alliance (www.easa-alliance.org) demonstrates the industry's strong adherence to self-regulatory standards on alcohol advertising.

Advertising self-regulation integrated into the legal framework adopted by the German states

Alcohol advertising is subject to comprehensive statutory regulation in Germany. This applies to all media, with a special focus on the protection of minors. Under Article 6 (5) of the German Interstate Treaty on the Protection of Minors, for example, online alcohol advertising may not be directed at minors, may not be made to appeal specifically to minors by the way it is presented, and may not show minors drinking alcohol. The same applies to television and radio advertising. With regard to adults, too, under Article 8 (10) of the German Interstate Treaty on Media, advertising and teleshopping spots for alcoholic beverages are not allowed to promote excessive drinking. And according to the explanatory notes on the advertising statute to the Interstate Treaty on Media, that article is to be interpreted having reference to the German Advertising Standards Council Code of Conduct on Commercial Communication for Alcoholic Beverages. Advertising self-regulation by the industry thus fleshes out the statutory framework with detailed stipulations.

This mix of statutory regulation and advertising self-regulation is recognised throughout Europe and is also prescribed in the Audiovisual Media Services Directive.

Monitoring compliance with the rules of conduct is the responsibility of the German Advertising Standards Council,

which celebrated its 50th anniversary in November 2022 and is recognised and appreciated by policymakers and the general public.

ZAW workshops

As with other codes of conduct, ZAW and the German Advertising Standards Council support the application of the self-regulatory rules by means of ongoing exchange with companies that advertise, agencies and the media. To further promote responsible advertising and maintain a high level of awareness within the industry, the German Advertising Standards Council holds regular (online) workshops with alcohol industry associations. Practical application of the self-regulatory rules is illustrated with examples of alcohol advertising and Council rulings. A ZAW/BSI workshop was held on 7 September 2022.

Service for companies: The ZAW pre-screening system for advertising

Companies are able to have their advertising voluntarily pre-screened by the German Advertising Federation (ZAW) prior to publication. This enables conflicts with self-regulatory and statutory requirements to be avoided even before publication. Several advertising-intensive spirits producers make use of the service and have their advertising screened in advance for compliance with the law, adherence to the rules and the body of decisions developed by the German Advertising Standards Council, and political and social acceptability. The straightforward procedure is strictly confidential towards third parties and the companies are quickly notified of the findings – within 48 hours. To make use of the service, a company must at least be an associate member of ZAW.

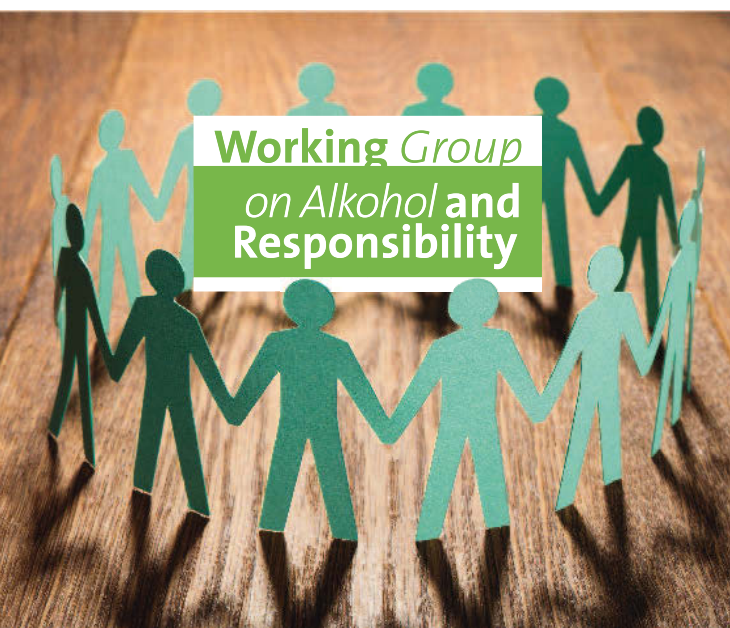
WORKING GROUP ON ALCOHOL AND RESPONSIBILITY

Best practice initiatives in the EU

The BSI Working Group on Alcohol and Responsibility carries out its activities within the framework of overarching action programme of spiritsEurope, the European spirits industry umbrella organisation. Previously known as the spiritsEUROPE Road Map, this programme includes the following main objectives:

- **Responsible drinking messages, preferably accompanied by a consumer information website (in Germany, www.massvoll-geniessen.de)**
- **Encouraging responsible drinking in the EU**
- **Provision of relevant information on spirits, including on nutritional values and ingredients (in Germany online via www.massvoll-geniessen.de)**
- **Implementation of guidelines and high standards for responsible marketing and promotion of spirits**
- **Efficient self-regulatory schemes**
- **Selection and presentation of best practice examples from successful alcohol prevention initiatives in EU member states.**

In Germany, these objectives are met through the activities of the Working Group on Alcohol and Responsibility and the BSI Code of Conduct. The website www.drinksinitiatives.eu provides an up-to-date overview of selected best practice measures in individual EU member states that are being successfully implemented by national associations and individual companies.



Outlook

Encouraged by positive trends, such as the decrease in regular alcohol consumption among minors, the rising age of first-time consumption, and the declining prevalence of problem consumption patterns like binge drinking among adolescents and young adults (as highlighted in 2022 press releases by BZgA), the Working Group on Alcohol and Responsibility, together with its partners, is committed to sustaining the established prevention initiatives. The spirits industry is committed to promoting moderate and responsible consumption of its products and seeks to collaborate as a constructive partner with all relevant stakeholders to reduce harmful drinking patterns and promote low-risk consumption.

drinksinitiatives.eu
Driving responsible & sustainable actions, making a positive contribution to society

BSI MEMBER COMPANIES

Abtshof Magdeburg GmbH

Asbach GmbH

BACARDI GmbH

Beam Suntory Deutschland GmbH

Waldemar Behn GmbH

Birkenhof-Brennerei GmbH

Black Forest Distillers GmbH

BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG

BROWN-FORMAN Deutschland GmbH

CAMPARI DEUTSCHLAND GMBH

DEHECK Destillerie & Likörmanufaktur e. K.

DIAGEO Germany GmbH

Diversa Spezialitäten GmbH

Dresdner Whisky Manufaktur GmbH

THE DUKE Destillerie

EGGERS & FRANKE HOLDING GmbH

August Ernst GmbH & Co. KG

FERRAND DEUTSCHLAND GMBH

C. Flimm GmbH & Co. KG KABÄNES-Markenspirituosen

HARDENBERG-WILTHEN AG

HENKELL FREIXENET/Henkell & Co. Sektkellerei KG

Private Kornbrennerei H. Heydt GmbH & Co. KG

St. Kilian Distillers GmbH

Wilhelm Kisker GmbH

Kober Likör Holding GmbH

LANTENHAMMER Destillerie GmbH

M. Laufenberg Dunnerkiel Kräuterspezialitäten

Spezialitäten-Brennerei & Whisky Destillerie Liebl GmbH

Mast-Jägermeister SE

Moët Hennessy Deutschland GmbH

H. J. Niehoff Kornbrennerei u. Likörfabrik

Nordbrand Nordhausen GmbH Kornbrennerei und Spirituosenfabrik

O'Donnell Moonshine GmbH

Pernod Ricard Deutschland GmbH

Thomas Prinz GmbH

Rhön-Hessische Weinbrennerei A. u. W. Dworzak GmbH & Co. KG

Anton Riemerschmid Weinbrennerei und Likörfabrik GmbH & Co. KG

Rotkäppchen-Mumm Sektkellereien GmbH

Theo Sasse Kornbrennerei

SCHIERKER FEUERSTEIN GmbH & Co. KG

SCHILKIN GmbH & Co. KG BERLIN Spirituosenherstellung

Alfred Schladerer Schwarzwälder Hausbrennerei GmbH

Schlitzer Korn- & Edelobstbrennerei GmbH

Schwarze und Schlichte GmbH & Co. KG

Simex Vertrieb GmbH & Co. KG

SLYRS Destillerie GmbH & Co. KG

Friedrich Specht Söhne GmbH Meeraner Feine Spirituosen

Steinhauser GmbH

Underberg GmbH & Co. KG

VERPOORTEN GMBH & CO. KG

Wein Wolf GmbH

William Grant & Sons Deutschland GmbH

Gebr. J. & M. Ziegler GmbH