

ALLIANCE WINE ALCOHOL POLICY

14 June 2022



ALLIANCE WINE



PURPOSE OF THE POLICY

In line with its ethical and sustainable principles Alliance Wine looks to meet the needs and well-being of its employees and customers by promoting a sustainable culture of wine and inspiring a responsible approach to drinking wine.

The purpose of this policy is to provide clear guidance for our marketing, advertising, business communications, sales and other activities whilst encouraging responsible drinking and a healthy lifestyle.

Drink Better but Less

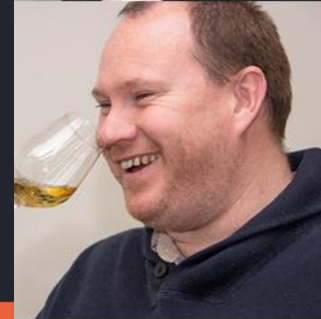
ALLIANCE WINE

Who does it apply to?

This alcohol policy applies to all people who represent Alliance Wine including company employees, directors, consultants and the final consumer. This policy also applies to all visitors whilst attending Alliance Wine events and whilst visiting Alliance Wine sites or whilst acting on behalf of Alliance Wine.

COMPLIANCE

Alliance Wine must comply with applicable laws in all the destination countries of where their products are sold regarding both the product and how they are marketed.



When is alcohol consumption not recommended?

LIFESTYLE & ALCOHOL CONSUMPTION

Alliance Wine promotes moderate and responsible drinking, inspiring consumers to enjoy wine and its culture in a healthy, positive and social way as part of a balanced lifestyle.

- Underage drinking should be discouraged. The legal drinking age is set by each country.
- Pregnant women should refrain from drinking alcohol.
- People who cannot control alcohol intake should not drink.
- People performing activities such as driving or operating machinery should refrain from drinking.



DRINKING AT WORK

The Company's policy is to forbid the consumption of alcohol on the Company's premises, other than that taken as part of normal duties carried out on behalf of the Company.

The exceptions to this rule are when employees are invited to an official Company function on the premises or work related functions and at any time when you are representing Alliance Wine outside of work. Consumption of alcohol on such occasions should be in moderation, so that the employee remains professional while at work or representing the Company.

Other than at an official Company function, if an employee is found to be consuming alcohol on the Company's premises or to be intoxicated at work, disciplinary procedure will be invoked and may result in dismissal.



DRINK DRIVING

Driving whilst under the influence of alcohol, or in excess of legal blood alcohol levels, poses a significant risk to those driving, the community and Alliance Wines reputation. Alliance Wine expects all relevant rules and drink driving regulations are met.



Responsible Training With Customers



Promote the moderate enjoyment of wine through training with customers. Develop ways to support informed choices on what to drink, how to drink and respect the choices of others.

Encourage drinking wine with friends and family. Pairing wine with food and water. Drink slowly and appreciate the wine you are drinking.

Promote the producer and their ethics.

Support customers to help consumers make informed decisions on how to share and enjoy their wine.

If you need support regarding training [The Drinks Trust](#) support people in the drinks industry and are available to talk 24/7. They can be contacted on 0800 915 4610.

Responsible Marketing

Responsible advertising guidelines focused on responsible consumption and moderation.

The information provided to customers and consumers must be easily accessible and clear enough to support informed decisions about the benefits and potential problems of alcohol consumption.

All marketing communications (advertising, events, promotions and activities) should target consumers of legal drinking age and should not portray underage drinkers or pregnant women.

Recycling - Clear messaging to customers and consumers on how to recycle all packaging.

Responsible Customer



A responsible consumer is an individual of legal drinking age, who drinks sensibly and is aware of the negative effects of alcohol abuse, who does not drink and drive, who combines alcohol with food or another non-alcoholic beverage, who knows when to stop drinking.

Ensure consumers have access to information to make informed decisions on how to share and enjoy their wine and follow a balanced and healthy lifestyle.

- Drink Slowly
- Accompany the wine with great food and a glass of water
- Enjoy with friends and family
- Be sensible and avoid excess

If you have any concerns there is support here
<https://www.drinkaware.co.uk/advice>

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