

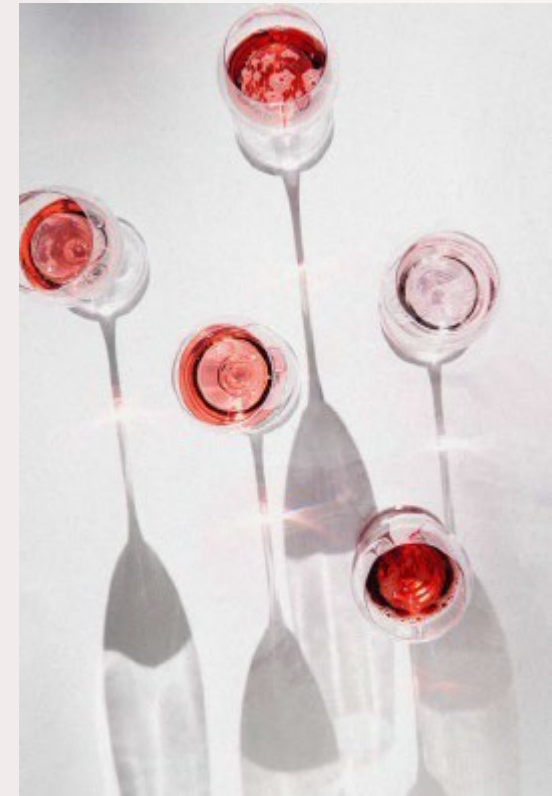
Alliance Wine Alcohol Policy

AUGUST 2025



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.
- Alliance Wine has partnered with Wine in Moderation and are aligned with their principles.



Wine in Moderation



CHOOSE | SHARE | CARE

Alliance Wine has partnered with Wine in Moderation.

CHOOSE

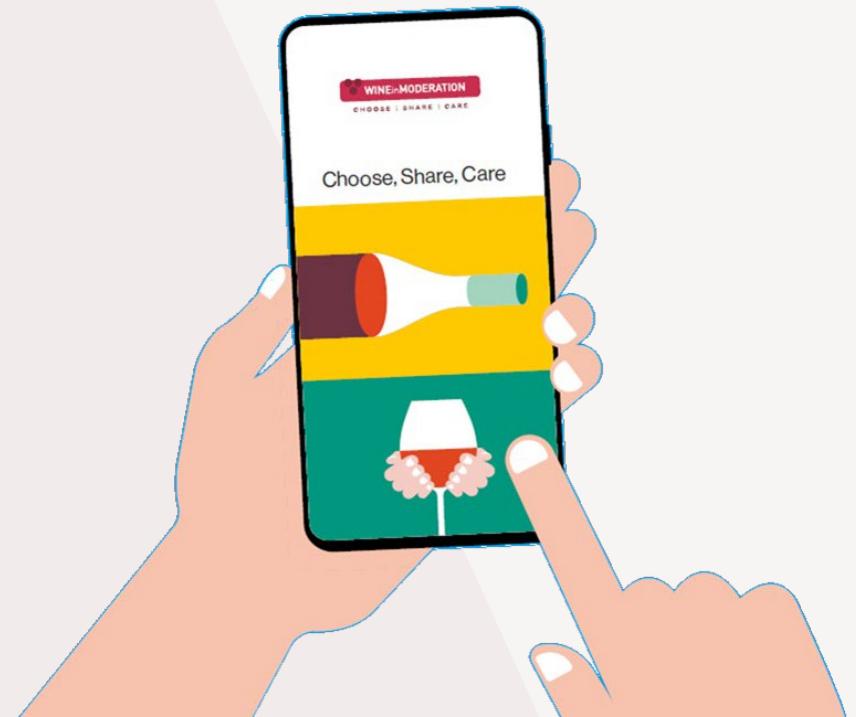
- To make informed choices
- Whether or not to drink
- To respect others around you and the wine you drink

SHARE

- Wine with friends and family, enjoy good moments
- Wine with good food and water; find the harmony of taste; sense the wine; discover its unique character; drink slowly; take the time to fully appreciate

CARE

- Because caring about yourself is caring about the others
- Means enjoying your wine in moderation, avoiding excess and dangerous behaviours; avoiding drinking if you drive, you are underage or pregnant; understanding the drinking guidelines.



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?

- Underage drinking by children and young people. The legal drinking age is set by each country.
- Women who are pregnant, planning pregnancy or breastfeeding.
- Former alcohol-dependent individuals or those with a family history of alcohol dependence.
- People performing activities such as driving or operating machinery.
- When taking medication

Lifestyle And 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. Alliance Wine has partnered with Wine in Moderation to demonstrate this commitment.



Drinking at work & drink driving

- 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.
- 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 Wine 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:
- [The Drinks Trust](#) | [Wine in Moderation](#) | [Wine Information Council](#)



HEAD OFFICE



ALLIANCE WINE
/H2VIN