

Leading beer, wine, and spirits producers united in their ambition to prevent minors from seeing alcohol marketing

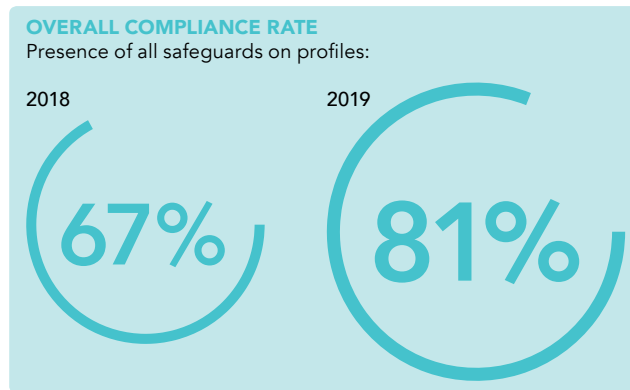
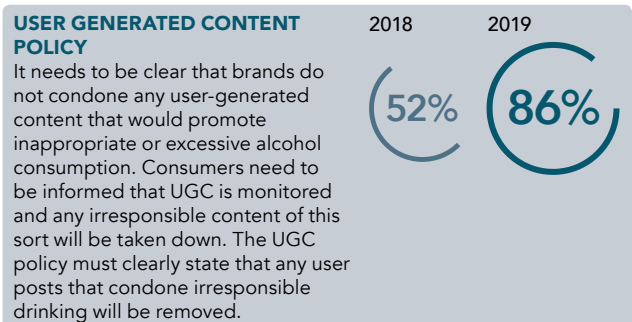
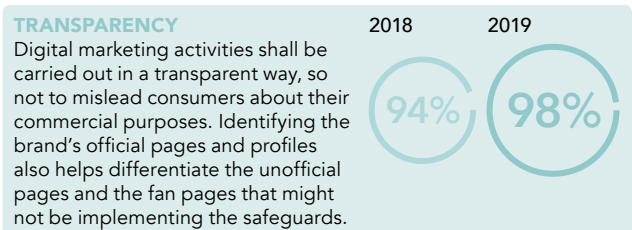
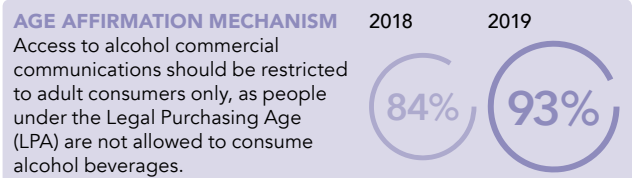
To ensure that their marketing is only directed at those adults who can lawfully buy their products, members of the International Alliance for Responsible Drinking have put in place five key safeguards on their online alcohol marketing channels. This, alongside their unique partnership with the leading digital platforms, is part of ongoing efforts to prevent minors from seeing or interacting with alcohol marketing online.

MONITORING SAFEGUARDS

- In 2019, more than nine out of 10 profiles included age affirmation mechanisms, a forward advice notice, responsible drinking message, and a transparency message to make clear their commercial purpose.
- Messages, which warned consumers that posts promoting inappropriate or excessive alcohol consumption were present, appeared on more than eight out of 10 sites in 2019.

Despite these improvements, IARD members are determined to do more and build on progress made.

COMPLIANCE RATE PER SAFEGUARD



COMPANIES INVOLVED



COUNTRIES INVOLVED



TOTAL NUMBER OF ITEMS MONITORED

2,088

PROFILES LOOKED AT

