

RESPONSIBLE MARKETING CODE

1

ADULT APPEAL

Imagery, styles, symbols, music, characters are target to appeal to adult consumers. All depicted people are & should appear to be 25+ years old

2

ACTIVELY RESTRICT BRAND EXPOSURE TO MINORS

Focus on the 70/30 rule compliance. & Age Affirmation.

3

LEGAL, ETHICAL, TRUTHFUL

Content generally displays gender balance, and content generally displays racial balance and/or diversity

4

ADVOCATE RESPONSIBLE CONSUMPTION

Content displays a Responsible Consumption message, and content shows Responsible Consumption of Product and Responsible social behavior.

5

NO ANTI-SOCIAL BEHAVIOR

Content does not display guns, other weapons, physical violence or aggressive behavior. And content does not depict dangerous behaviors or situations

6

NO LINK BETWEEN CONSUMPTION & SEXUAL/SOCIAL SUCCESS

OUR BRANDS ARE PART OF A BALANCED LIFESTYLE

No positive, therapeutic or dietary claims. And no ABV as primary benefit (except for 0.0 brands)

7

PROGRESSIVE ABOUT CULTURAL CONTEXT & ITS EVOLUTION

Respectful of gender and diversity. Respectful of Environment, linking with Brewing a Better World programme. Respectful of animals and animal welfare.

8

