

# Leading beer, wine, and spirits producers have joined forces with some of the world's prominent digital platforms to set and deliver new and robust standards of responsibility for their wider industries

Today, we announce a unique partnership between the eleven leading beer, wine, and spirits companies that form the International Alliance for Responsible Drinking (IARD), and four of the leading global internet platforms: Facebook, Snapchat, Twitter and YouTube.

As stewards of some of the world's most known brands, we are united in our determination to set and live up to high standards of responsibility for our industries.

By working together and leveraging the innovative and pioneering mindsets that drive our businesses, we know we can achieve more to deliver new standards of responsibility in the advertising of beer, wine and spirits across social media.

To establish these robust standards, we will work together to:

- ensure the **most-up-to-date safeguards** are used so that marketing communications relating to beer, wine and spirits are directed to those adults who can lawfully buy these products;
- explore what changes can be made to **further diminish chances** of those underage seeing this advertising and
- explore ways **people can have greater control** over whether they see alcohol advertising and opt out of receiving advertisements for alcohol products. We respect different cultural backgrounds and recognize that there are people who do not wish to see marketing communications from beer, wine and spirits producers on their social media.

We believe our partnership has the potential to go beyond our individual companies and could create change across a range of platforms and advertisers, ultimately benefiting the thousands of businesses who want to advertise responsibly and the billions of people who use digital platforms every day.

