**GBRD 2014: KEY MESSAGES**

DRAFT 09/05/14

*Confidential. Not approved by client or legal counsel.*

*Note: The following key messages are for use in creating external facing communications and when providing comments to media and stakeholders.*

1. As the leading global brewer, we **take great pride** in brewing our quality beers to be enjoyed responsibly by individuals of legal drinking age.
2. While the vast majority of consumers who choose to drink do so responsibly, no company benefits when its products are misused. We **adamantly oppose the harmful use** of alcohol and work to reinforce a culture of responsible enjoyment.
   * We work to prevent the harmful use of alcohol, including underage drinking, excessive drinking and drunk driving through partnerships and programs.
   * We’ve led in creating alcohol education initiatives.
   * We’re creating new coalitions of industry and government partners to focus on challenges, such as the need to drastically reduce the number of traffic-related injuries and deaths.
3. Our 155,000 colleagues worldwide actively promote responsible drinking each day through their work with business and community partners. Together, we’re striving to be the **Best Beer Company Bringing People Together For a Better World.**
   * We recognize the role of beer as the real and original social network, bringing together people of diverse backgrounds and beliefs — to share good times, exchange ideas and connect with each other.
4. We’re focused on the impact we want to make – **and that impact is big.**
5. AB InBev and Brunswick Insight released the findings of an **international survey on attitudes toward the responsible serving and selling of alcohol beverages**. Adults of legal drinking age were asked about the impact that bartenders, waiters and store clerks have on encouraging responsible consumption.

* The **survey** polled adults of legal drinking age in eight countries – Argentina, Belgium, Brazil, China, Germany, Mexico, U.K. and the U.S. It asked about the prevalence of checking identification and the role of servers and sellers of alcohol beverages in promoting responsible consumption. Survey highlights:
  + Every day, more than 30 million adults have their identification checked when they purchase alcohol beverages.
  + On average, identification is checked 30 times a year.
  + Thirty-nine percent (39%) of those surveyed, stated that they did not mind being asked to show identification when buying alcohol beverages.
  + Men are 30% more likely than women to be asked to show identification.
  + More than one in three adults across the globe (36%) want responsible drinking advice from servers and sellers.
  + Almost half of adults (45%) are open to advice about getting a safe ride home.
* The results reinforce AB InBev’s efforts to educate servers and sellers, which builds a culture of responsible drinking and helps to prevent the harmful use of alcohol.

1. As the first brewer to **set *global* responsible drinking goals,** we’ve challenged ourselves to meet these goals by the end of 2014 (and independently verify the results). Since announcing our Global Responsible Drinking Goals, we have already achieved four of our six goals by the end of 2013.
   * Reached 340 million adults with programs that help parents talk with children about underage drinking, exceeding the goal of reaching at least 100 million adults.
   * Provided ID-checking materials to 1.2 million bars, restaurants, grocery stores and other retailers, going beyond the target of 500,000.
   * Trained 390,000 servers and sellers of alcohol – including bartenders, waiters, and grocery store clerks – on responsible beverage sales. AB InBev aims to train a total of at least 1 million people through a mix of both online and face-to-face training.
   * Reached more than 1 billion legal-age consumers to educate them about the importance of using a designated driver or safe ride home, exceeding the target of reaching at least 500 million consumers.
   * Invested more than 238 million USD in responsible drinking advertising and programs, getting closer to the goal to invest at least 300 million USD.
   * Made the celebration of Global Be(er) Responsible Day an annual event that expands impact each year through education, projects and partnerships.
2. We’re **celebrating** the 5th anniversary of our Global Be(er) Responsible Day on September 19th.
   * This annual celebration includes a variety of employee-led community and trade activities.
   * Each year the participation and creativity of our efforts has continued to grow. Nearly 35,000 employees participated across the world in 2013, up from 16,000 participants in our first GBRD in 2010.
3. This year we’re fostering partnerships with grocery stores, bars, restaurants and other retailers to highlight the importance of ongoing training for servers and sellersof alcohol. We know that when bartenders, waiters and store clerks sell and serve responsibly it helps us make our communities safer. We want to **inspire a global movement of responsible servers and sellers** who will reinforce our message of responsible consumption.
   * Our key partners Buffalo Wild Wings and the National Restaurant Association in the U.S. are helping us inspire more people with our training materials and message.
     + **[ZONES: PLEASE INCORPORATE LOCAL PARTNERS HERE]**
   * Educating servers and sellers of alcohol builds a culture of responsible drinking and helps prevent the harmful use of alcohol.
   * We’re aiming to reach a very big number of individuals with our training –more than 1,000,000 people globally.
4. To take our commitment to the next level, we also kicked off a global attempt to set a new GUINNESS WORLD RECORDS™ title for the “Most Pledges for a Campaign” by asking bartenders, waiters and store clerks around the world to participate in training on responsible serving and take the pledge to sell and serve responsibly.
5. Each market will be celebrating GBRD through a variety of activities around the world. Here is a sample:

**[ZONES: PLEASE PROVIDE RELEVANT EXAMPLES]**

* + **Canada:** Distributing materials, including coasters, to support licensees in their “Duty of Care”.
  + **U.S.:** [Sharing preventing drunk driving-themed videos on social media and partnering with the St. Louis Cardinals to help spread the message of GBRD]
  + **Asia-Pacific:** [Forming a responsible server alliance in China? - TBC]
  + **Russia and Ukraine:** Distribute “18+” campaign materials to POCs
  + **Brazil:** [Sales team to spend time on GBRD training individuals - TBC]
  + **Latin America South:** [TK]
  + **Europe:** Reemphasizing responsible server training and ID checking through the Feet on the Street initiative, and opening the Euronext stock exchange with responsible drinking and GBRD messaging.
  + **Mexico:** [Working with Walmart and other supermarkets to secure responsible server trainings in their facilities? - TBC]