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Responsibility Deal Pledge:

A5. Support for Drinkaware

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Pledge A5. Support for Drinkaware

‘We commit to maintaining the levels of financial support and in-kind funding for Drinkaware and the ‘Why let the Good times go bad?’ campaign as set out in the Memoranda of Understanding between Industry, Government and Drinkaware.’

Partner name:	Please describe how you have supported Drinkaware over the last year.
10 International	We will always have an open mind when asked to provide support in-kind funding for Drinkaware and any other responsible drinking initiative.
AB InBev UK	AB InBev UK has maintained its levels of financial support and in-kind funding to Drinkaware through the renewal of our membership fee. Communication of Drinkaware appears on all of our external marketing materials produced for the UK.
Accolade Wines	<p>Accolade Wines continues to support the Drinkaware Trust with annual membership fees and contributions, and will continue renewal of this membership through the end of 2013. At the end of 2013 Accolade Wines will be evaluating the best use of its funds for education, behaviour change and community support with regards to Drinkaware and will determine at that stage how best to support Drinkaware and local community action groups in order to ensure the Responsible Drinking message is delivered most effectively.</p> <p>Accolade Wines continues to be committed to using the Drinkaware logo and the website address on the back label of all of its products – currently 90-95% of all packaging complies with this. Only products and skus that are destined for export markets and are not sold in the UK currently may not have the Drinkaware branding on the back label.</p> <p>It continues to be our policy to use the Drinkaware Logo on all of our consumer facing marketing materials, including above the line advertising, Point Of Sale material as well as online websites and social media content.</p>
Aldi Stores Ltd	The Drinkaware logo is displayed whenever we advertise alcohol and we will continue to support Drinkaware through ongoing financial and in-kind support going forwards. The Drinkaware website and responsibility message is displayed alongside alcohol products advertised in our weekly specials leaflets in the UK and the Responsible Retailing of Alcohol in Ireland (RRAI) logo is displayed in our Irish specials leaflets.

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ASDA	We fund Drinkaware to the agreed cash amount and provide substantial in-kind support in the form of packaging and point of sale materials, our in-store magazine and Asda's company website.
Bacardi Brown-Forman Brands	We have continued to support the Drinkaware Trust and it's activities.
Beam Suntory (formerly Beam Global Spirits & Wine)	<p>We have maintained our funding support for the organisation & attended the annual conference.</p> <p>Via our UK Sales & distribution company (Maxxium UK) we have actively engaged in the "Why Let the Good Times Go Bad?" campaign & supported internet dissemination of other Drinkaware actions ("Parents" & "Excuses").</p>
Booker Group plc	<p>Booker continues to support Drinkaware financially and in kind.</p> <p>Booker displays the Drinkaware logo and message across its BUZZ customer base. This includes featuring in or on 15,000 magazines and 4500 'point of sale' bundles that each contain an average of 12 posters, 20 drinks menus and 100 beer mats.</p> <p>The Drinkaware logo is also featured on the BUZZ website.</p> <p>20 million Booker branded drinks containers were sold bearing the Drinkaware website address.</p>
Brand Phoenix Limited	We maintain our support to Drinkaware by displaying their website on all of our back labels as well as on the Homepage on our website www.firstcape.com . Their website is also displayed on The Lions Wine Club page on the Drinks21 website.

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<p>British Beer & Pub Association</p>	<p>The BBPA continues to support Drinkaware as the independent charitable trust which promotes responsible drinking, and BBPA members continue to contribute to Drinkaware funding. BBPA was once again involved in an advisory capacity on communications with the Drinkaware 'Why Let Good Times Go Bad' campaign.</p> <p>Additionally the BBPA has taken the opportunity when developing our new website to give greater profile to the Drinkaware logo, with it displayed on every website page to show our support and to channel traffic through to the Drinkaware website.</p> <p>BBPA developed the Unit Awareness campaign graphics and has been working with Drinkaware to encourage usage of the campaign materials amongst Drinkaware supporters.</p>
<p>Buckingham Schenk</p>	<p>All Buckingham Schenk brands carry the drink aware logo on the label and will be included on all brands in the future.</p>
<p>C&C Group plc</p>	<p>We continue to fund drink aware and are an active partner. We use Drinkaware logos on all our marketing communication and offered advertising space at our sponsored events to the Drinkaware trust.</p>
<p>Carlsberg UK Ltd.</p>	<p>Carlsberg continues to be a significant supporter and funder of The Drinkaware Trust and their initiatives such as 'Why let good times go bad'.</p> <p>Many marketing materials now included the 'Why Let Good Times Go Bad' and recent product launches such as Somersby and Carlsberg Citrus have heavily featured Drinkaware branding. The link to the Drinkaware featured prominently on the Carlsberg UK facebook page (www.facebook.com/carlsbergforengland) which has over 50,000 likes, and on www.carlsberg.co.uk which receives 15,000 hits a month. The Drinkaware web address is featured on all our packs.</p> <p>Carlsberg UK is also producing its own Drinkaware unit calculators to further communicate the message around unit consumption with its 1900 staff.</p> <p>In 2012, Carlsberg delivered around £70,000 of in-kind activity for Drinkaware and this is forecast to at least double in 2013.</p>
<p>Cellar Trends Ltd</p>	<p>Cellar Trends has supported Drinkaware by giving its Brand Experiential Team to promote Drinkaware bars across 19 cities. Was recognised by an Industry award for this initiative.</p>

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Central England Co-operative (formerly Midlands Co-operative)	<p>We have continued to support Drinkaware throughout 2012. All our own-brand products and external communications relating to alcohol carry Drinkaware messaging and we have raised awareness of its campaigns, such as the Campaign for Smarter Drinking, in-store and on-line. This activity included:</p> <ul style="list-style-type: none"> • POS materials in all stores during the designated campaign period of the 'campaign for smarter drinking'. <p>We have raised awareness of Drinkaware with our employees by using internal communication channels including: internal magazines and staff offer posters.</p>
Charles Wells Ltd	<p>We have delivered our commitment to Drinkaware over the last year and continue to support the 'why let good times go bad' campaign.</p> <p>The Drinkaware/WLGTGB logo appears on our corporate and brand websites, on packaging and point of sale materials.</p>
Cider of Sweden (formerly COS Brands)	<p>On-going education for the Sales & Marketing team has been put in place to cover off the importance and correct use of Drink Aware assets in the marketing and advertising of alcohol, across both trade and consumer communication.</p> <p>The Drink Aware logo has been prominently placed as per guidelines on all of the following communications in the last 12 months; Trade Press Advertising, Consumer Advertising, ATL Comms.</p>
Concha y Toro UK Ltd	<p>Concha y Toro UK continues to be a committed supporter of Drinkaware, both financially and in actively supporting its various marketing initiatives. We are committed to continuing this support in 2014.</p>
Co-operative Group (The)	<p>We have supported Drinkaware with funding of £250,000 in the last year. All our own-brand products and external communications relating to alcohol carry Drinkaware messaging and we have raised awareness of its campaigns, such as the Campaign for Smarter Drinking, in-store and on-line. In 2012, the in-kind value of our support for the Campaign for Smarter Drinking was over £328,000.</p>

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Daniel Thwaites PLC

We are founding funder members of Drinkaware and have committed to this funding for five years. We fully support all Drinkaware initiatives and report activity in our Pubs, Hotels and Inns on a regular basis for verification, spot checks and quantifying.

Our Head of Trade Marketing and Trade Marketing Manager are active members of the Tenanted Pub part of the marketing activation of the Why Let Good Times Go Bad campaign.

We promote the logo of Drinkaware on emails, point of sale as well as some of our delivery vehicles.

Diageo Great Britain Limited

We continue to fund and fully support the aims and objectives of Drinkaware with a cash donation over the past 12 months of £475,000. We have also amplified our in-kind support for the 'Why let the good times go bad?' campaign across various communication vehicles (e.g. on pack and advertising and marketing materials) within and outside the core campaign period. A key component of this commitment is our three year sponsorship of Transport for London's free New Year's Eve travel programme, which began in 2011. For December 2012, we developed a new campaign, in line with Drinkaware's WLG TGB core messaging and this campaign ran over the festive season with exposure on over 1,000 London tube poster sites, in 1400 Tube carriages, on over 1,200 bus shelters and was also featured throughout December in The Metro newspaper with a daily circulation of over 1.3 million readers. All this activity generated a media value well in excess of £500,000. In addition to this we ran a unit awareness competition in The Metro which attracted over 4,000 entries and handed out 10,000 Oyster Card wallets, featuring unit awareness, CMO responsible drinking guidelines and responsible drinking tips from Drinkaware for a great night out to Tube travellers at four central London stations on one of the busiest party nights of the year. We also arranged for a team of 40 Street Pastors to go out on the streets of London on New Year's Eve to help revellers to get home safely.

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<p>Direct Wine Holdings Ltd</p>	<p>Direct Wines will continue to support the generic campaigns, where appropriate, to our business and customers. A link to the Drinkaware website can be found on our website and our emails. The logo is on the back label of a number of our wines as well as on all our printed marketing literature. Drinkaware is included as a “like” on our social media pages.</p>
<p>E&J Gallo Winery (formerly Gallo Vineyard Inc)</p>	<p>E. & J. Gallo Winery Europe continues to provide support for Drinkaware. Please visit www.drinkaware.co.uk for further detail.</p>
<p>Edrington Group, The</p>	<p>As planned, Edrington maintained its funding support for Drinkaware in 2012. The company also participated in the consultation on Drinkaware as part of the review process.</p> <p>References to Drinkaware took place on all our published UK advertising in 2012. In partnership with Maxxium UK, our UK sales and marketing business, we actively supported the “Why let good times go bad?” through our Brands, contributing in kind marketing support.</p> <p>Additionally we publicised Drinkaware’s Parental advice campaign with a link on our daily intranet news page.</p>
<p>Enterprise Inns plc</p>	<p>Enterprise continues to meet all financial commitments to Drinkaware and ensures the use of all Drinkaware marketing material is checked by our internal team to ensure compliance with brand guidelines. Regular adverts are also placed in all internal and external communications.</p>
<p>Essentially Wine Ltd</p>	<p>Essentially Wine has continued to focus on developing personal relationships with its clients in order to advise them on the products that best meet their requirements. As part of these conversations we have regularly discussed the option of drinking less wine but of a higher quality, to improve both the wine drinking experience and as a more healthy option. Most of our higher quality wines remain lower in alcohol than those typically available through multiple outlet grocers’ multi-buy deals. We now stock alcohol-free wines and ciders at our customers’ request.</p>
<p>Everards Brewery Ltd</p>	<p>We continue to direct people to the Drinkaware website (www.drinkaware.co.uk) to gain an understanding of responsible drinking.</p>

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<p>First Drinks Brands Ltd</p>	<p>First Drinks have continued to publicise the Drinkaware.co.uk URL in marketing literature, and as part of our Grant's Blended Scotch media campaign. We use the logo on printed and digital assets for both On and Off Trade premise customers.</p> <p>In our last review meeting with Drinkaware, the audit data continued to point to First Drinks over delivering in the Campaign relative to our market share.</p> <p>We continue to highlight the Drinkaware campaign to all new starters in our business as part of their induction into the Company.</p>
<p>Frederic Robinson Ltd</p>	<p>We continue to support this and are actively involved with any activity.</p>
<p>Fuller Smith and Turner PLC</p>	<p>We continue to support Drinkaware however the "Why let the good times go bad" was not felt appropriate for the types of pubs Fullers operates and we had our own bespoke messages in our responsible drinking leaflet mentioned in Pledge 2.</p>
<p>Halewood International Limited</p>	<p>The business meets the requirements of pledge A5. It propagates the Drinkaware and "Why let the good times go bad?" messages through, variously, its television advertising, trade and consumer press advertising press releases, and the majority of product websites and packaging. We have also used our internal staff newsletter and intranet to communicate Drinkaware's aims and the details of specific projects. Our intranet also features a permanent link to the Drinkaware website.</p>
<p>Hatch Mansfield</p>	<p>Hatch Mansfield continue to financially support Drinkaware.</p>

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Heineken UK

HEINEKEN believes that Drinkaware plays a vital role in educating people about responsible drinking to help consumers make informed decisions, and is well placed to change the UK's drinking habits for the better. 2012 was a successful year for Drinkaware, both in increasing the prominence of the Drinkaware brand, significantly increasing visitors to the website, and delivering £34 million in-kind media support in 2012, achieving the commitment to government to deliver £100m in-kind support since 2010 a year ahead of schedule.

In addition to the direct financial support HEINEKEN provides, we use all brand communication opportunities to raise the profile of the Drinkaware brand, including through our advertising, sponsorship and primary and secondary packaging. In 2012 we delivered Drinkaware media in kind value of £6.41m.

We will continue to provide core funding to Drinkaware and as well as using our marketing, packaging and sponsorship to raise awareness and drive traffic to Drinkaware.co.uk, delivering a high value of in kind support.

Inver House Distillers Ltd

IHD continue to support the Drinkaware organisation by contributing financially on an annual basis to the organisation to support its various campaigns.

IHD also continue to promote the various Drinkaware campaigns through advertising externally by including adverts in match day programmes for both Airdrie FC and Everton. Inver House each year run an Alcohol Awareness Week internally to promote the key messages of Drinkaware to all employees.

For 2013, we will work with local High Schools to deliver the key messages and campaigns to year 5 & 6 pupils, to ensure we continue to educate and support our youngsters in responsible drinking.

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JD Wetherspoon PLC	<p>JD Wetherspoon continues to fund the Drinkaware Trust by way of a long term funding commitment.</p> <p>The company supported the 2012 “Why Let the Good Times go Bad?” (WLTGTGB) campaign by way of advertising and editorial material in our customer magazine “Wetherspoon News” of which we print 260,000 and which is circulated via all our pubs. Drinkaware attributed a media value of £30,000 to the material.</p> <p>The WLTGTGB logo appeared on the rear of customer receipts to increase awareness of the campaign. Drinkaware attributed a media value of £400,000 to the material.</p> <p>Our point of sale promotional material carried either the WLTGTGB or Drinkaware logo as appropriate.</p> <p>We are currently working with Drinkaware as to our contribution to their 2013/2014 campaigns which have a particular focus on delivering results based behaviour change.</p>
Joseph Holt LTD	<p>Drinkaware logo to be shown on all marketing material and the subject is included on both the customer Service and Licensing Courses.</p>
Kingsland Wines and Spirits	<p>We continue to actively and financially support Drinkaware.</p>
Lidl	<p>In addition to the advertising media mentioned on the initial pledge, we have placed the “drinkaware.co.uk - for the facts” logo with every alcohol product description, promoted on our website.</p>

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Majestic Wine Warehouse Ltd	<p>Majestic Wine are members of Drinkaware and have regular contact with the body to keep in touch about campaigns and to ensure we comply with their guidelines. We continue to maintain our financial support and will continue to support the generic campaigns, where appropriate, to our business and customers.</p> <p>Our website now includes information on responsible drinking, unit information, our commitments, the Drinkaware logo and a link to the Drinkaware website. http://www.majestic.co.uk/About/Responsibility</p> <p>All our emails to customers (we send 1 million emails per month) contain the WLGTTGB logo and Drinkaware logo/website.</p> <p>Our seasonal wine guide Grape to Glass and all promotional flyers continue to include the Drinkaware website/ logo, the NHS drinking guidelines and unit information plus the pregnancy warning.</p> <p>As detailed in Pledge A1, we are changing the back labels on products; the new label includes the Drinkaware logo/ website.</p>
Marks & Spencer	<p>M&S supports Drinkaware in cash and in kind. Our in-store decor highlighting Challenge 25 and unit information includes the Drinkaware website.</p>
Maxxium UK Ltd	<p>We are committed to maintaining our in-kind support for Drinkaware and referencing either the principal logo or the 'Why let good times go bad?' logo on the appropriate advertising and promotional materials. In addition to supporting the 'Why let good times go bad?' campaign, we have created awareness for Drinkaware's other core campaigns: 'Parents' (interactive video) and 'Excuses' (alcohol unit calculator) by putting links onto our corporate website, www.maxxium.co.uk. We have made the British Beer & Pub Association 2-2-2-1 artwork available for people to download from this site. We will add these, or any new initiatives, onto our mixxit website, www.mixxit.co.uk at the next available opportunity. We have also highlighted these initiatives to our staff by running front page stories on our intranet site, as well as issuing Drinkaware cups and 'Your kids and alcohol' leaflets. Our communications manager is a member of the 'Why let good times go bad?' communications group.</p>

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Midcounties Co-operative	<p>All our own-brand products and external communications relating to alcohol carry Drinkaware messaging and we have raised awareness of its campaigns. We will continue to carry this messaging on our own-brand labels.</p> <p>We have also teamed up with Fairgame Theatre to create Friday night alcohol awareness project. We offered a DVD and education pack to schools and local community groups to raise awareness amongst young people.</p>
Mitchells & Butler plc	<p>Mitchells & Butlers is a major funder of the Drinkaware Trust. The Trust's aim is to promote responsible drinking by finding innovative ways to challenge the national drinking culture. In turn, this helps reduce alcohol misuse and minimise alcohol-related harm.</p>
Moet Hennessy UK Ltd	<p>Moet Hennessy UK continue to support Drinkaware. In addition, Responsible Drinking is fully integrated into the Moet Hennessy UK CSR programme and employee training is compulsory. Employees are trained on Responsible Drinking as part of their induction programme, with future training taking place consistently throughout the year.</p>
Molson Coors Brewing Company (UK) Ltd	<p>Molson Coors is an original founder supporter of Drinkaware and is fully committed to its ongoing development.</p> <p>We have committed to directly invest £1million over three years and to support raising awareness of Drinkaware. For example, the Drinkaware website is highlighted in all our beer brands' packaging.</p> <p>As we have the UK's bestselling lager with Carling, we are also able to use Carling marketing activities to substantially increase awareness of both Drinkaware and the Why let good times go bad? campaign.</p> <p>In 2012, our contribution to the Why Let Good Times Go Bad? campaign was valued at £1.84m - helping Drinkaware hit their 5-year £100m media value target a year ahead of schedule. Our value came from using the logo on secondary packaging for 20 million units of Carling. That compares with an equivalent value of £650k for 2011.</p>

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Morrison Bowmore Distillers Ltd

Morrison Bowmore Distillers are founder members of the Drinkaware organisation. We have met our commitment to pay annual subscriptions which have funded Drinkaware since its inception. We intend to continue to fund Drinkaware for the foreseeable future.

We believe the activities of Drinkaware are very well targeted at drink consumers as they ensure people are fully aware of their own personal level of alcohol consumption, but stop short of 'Nannying' individuals. They have had an independent audit of their work carried out and improvements to the messaging and approach have been agreed.

In short Morrison Bowmore strongly believe that education not legislation is the way forward o tackle individual irresponsible alcohol consumption.

Apart from annual subscriptions we support the Drinkaware campaigns by ensuring all our key marketing campaigns and brand websites reference to the Drinkaware website and the Drink Responsibly Message - Our Websites are listed below:

www.morrisonbowmore.co.uk

www.bowmore.com

www.auchentoshan.com

www.glengarioch.com

www.mcclellands.co.uk

Additionally we try to attend Drinkaware events to hear about progress against the organisation's objectives.

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Morrisons Supermarkets Plc	<p>We have maintained levels of direct financial support for Drinkaware of £250,000 per annum. This is supplemented by in-kind support equivalent to over £1m annually.</p> <p>In-kind support includes the promotion of the Drinkaware website, logo and/or messaging on:</p> <ul style="list-style-type: none">• all relevant own brand product labels• certain in-store marketing such as shelf-edge labels and hanging boards• relevant pages of the Morrisons website• every editorial page of our customer magazine which includes alcohol• all Morrisons advertising that features alcohol
Pernod Ricard UK	<p>Pernod Ricard is a founding funder of the Drinkaware Trust. We have supported Drinkaware since its inception and we will continue to do so. Following the audit of the Drinkaware Trust, which was carried out earlier this year, Pernod Ricard UK has discussed the findings of the audit with the Chief Executive of the Drinkaware Trust, Elaine Hlndal. We have agreed with Elaine to continue funding the Trust at our current level of subscription through calendar year 2014.</p>
Punch Taverns	<p>As Portman Group signatories and supporters of Drinkaware, Punch does not condone the irresponsible promotion of alcohol, and has continued to actively support the 'Why let good times go bad?' campaign over the last year to tackle binge drinking amongst 18 to 25 year olds. We continue to promote the campaign on our websites, feature campaigns and through our marketing materials to licensees. Our in house Design and Print team also use the Drinkaware logo on all of the design materials (such as menus, posters, beer mats etc) that they produce for our licensees.</p>

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<p>SABMiller plc; Miller Brands UK</p>	<p>Miller Brands UK has continued to support Drinkaware on the financial basis established through the MOU between Industry, Government and Drinkaware.</p> <p>We have highlighted the Why Let God times Go Bad through the packaging and marketing of our most relevant brands for this target audience as well as utilising the campaign messages through our digital channels. We also supported Drinkaware in the preparation and presentation of an overview of the structure of and trends within the alcohol industry to help improve and inform the organisation's efficiency in reaching its target audiences.</p>
<p>Sainsbury's Supermarket Ltd</p>	<p>We are long term, fully committed supporters of Drinkaware. Over the last year, we have contributed £295,000 worth of funding towards Drinkaware.</p> <p>We have also continued to provide in-kind support. For example, all our 2221 unit barker cards direct customers to drinkaware.co.uk and the labelling on all our own brand beers, ciders, wines and spirits also directs customers to drinkaware.co.uk. The Drinkaware logo has been added to over 5 million coupons which have been issued to customers.</p> <p>We have also distributed 3,000 Drinkaware alcohol unit wheels to our in-store pharmacies to give to customers when giving advice about responsible drinking.</p>
<p>Scotch Whisky Association (The)</p>	<p>Activity to support delivery of pledge:</p> <p>The SWA made Drinkaware materials available at our events during the 2012 political party conferences.</p> <p>We made a financial contribution to run WLGTBG messaging in the Glasgow underground during December 2012 as part of the Scottish Government Alcohol Industry Partnership campaign initiative led by Drinkaware. This also involved the distribution of 10,000 bottles of water on 21 December in Glasgow on one of the busiest party nights before Christmas to prompt young adults to drink water between alcoholic drinks.</p> <p>We have continued to make SWA members fully aware of the Drinkaware campaigns and opportunities to support where relevant. To that end we hosted a seminar for our members on 21 January 2013 for Drinkaware to give an update on their activities and future plans.</p>

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Shepherd Neame Ltd	<p>Our communications manager has joined on the communications committee for Drinkaware's Why Let the Good Times Go Bad? campaign, helping to shape the national communications agenda both above and below the line.</p>
Southern Co-operative (The)	<p>We support Drinkaware through our trading arrangement with the Co-operative Retail Trading Group who are managed by the Co-operative Group. They made a £250,000 donation to Drinkaware last year. All Co-op own brand products and external communications relating to alcohol carry Drinkaware messaging.</p>
St.Austell Brewery Co. Ltd	<p>This year we have committed to fund Drink Aware.</p>
Tesco PLC	<p>Tesco is the largest retail supporter of Drinkaware and provided £1.86m in in kind support for Drinkaware in 2012/13. We also have a link to 'mydrinkaware' embedded in our Wine Club website, to enable our customers to find out more about healthy drinking levels.</p>
The SHS Group Drinks Division (formerly Beverage Brands)	<p>As full Portman Group members, we have been funders of The Drinkaware Trust since its inception, and have therefore supported Drinkaware financially for some time. We have been actively involved with Drinkaware marketing sharing our consumer insights & experience. We have delivered their messages in-kind through our packaging and communications (including TV), and continue to innovate in this area. We are proud to have created & launched a first... an innovative, interactive Ad for Facebook Connect & You Tube called 'Look After Your Mates' (54,000hits in first few weeks), this carried Drinkaware branding. We ensure that the Drinkaware message is delivered throughout every part of our business - including to all employees via our internal communications...all Drinkaware Comms on our notice boards, as email sign offs and every time we hold an event eg Xmas party or work related functions. Again this year, our regional sales team have placed & refreshed posters in all the bars they visit and have attended Fresher's Fairs, giving out Drinkaware unit calculators and other materials to thousands of students. For the second year we have also included the Why Let Good Times Go Bad message on a student night bus which we have sponsored (see pledge A7). This list is by no means exhaustive.</p>

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<p>Treasury Wine Estates</p>	<p>The Drinkaware website address is given equal prominence on labels as our brand websites. As well as age verifying visitors to our websites, there are Drinkaware messages and users are directed to its website for advice. Promotional media and advertising carry Drinkaware messages and its website address.</p>
<p>Wadworth</p>	<p>Attended Drinkaware meeting for member and worked in groups to address issues and provide comment on communication.</p> <p>Raised the issue of Drinkaware communication not fitting more premium outlets which has been addressed.</p> <p>Drinkaware briefed at all new business partners induction</p> <p>Drinkaware linked on main company website, beer brand websites and managed house websites with a further recommendation to tenants to adopt.</p> <p>Drinkaware link exposed to a combined database of 200,000 visitors/data units</p> <p>Drinkaware materials sent to key target pubs at key trading times.</p> <p>Drinkaware support for “Drivers drink soft drinks for free” at Christmas</p>
<p>Waitrose</p>	<p>We continue to provide financial support to Drinkaware.</p> <p>2013 update: We have worked more closely with Drinkaware in the past year to understand how we can adapt the messages to the Waitrose consumer. We also ensure that Waitrose publications use the Drinkaware logo consistently in any articles that feature alcohol.</p>
<p>Whitbread Group PLC</p>	<p>Whitbread continue to work closely with the Drinkaware initiative, using their logo on all drinks menus.</p>
<p>Whyte & Mackay</p>	<p>We make a significant financial contribution to fund Drinkaware and its campaigns. We have ensured that we include the Drinkaware logo and campaigns on all of our marketing communications, which last year included a national advertising campaign with The Sun newspaper. At Christmas, our Master Blender featured on a video clip encouraging Santa to be mindful of his alcohol intake over the Christmas period, which also provided Drinkaware’s tips on how to ensure you drink responsibly. The story was featured in a number of online news sites, local radio and on social media.</p>

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Wine and Spirit Trade Association (WSTA)	<p>In common with other industry trade associations, we not a funding partner to Drinkaware. However, over the past year we continue to provide substantial levels of in kind support to all aspects of Drinkaware’s business, including implementation of the off-trade unit awareness campaign (Pledge A3) and encouraging WSTA members to include the Drinkaware web address on product labels (Pledge A1).</p> <p>We will continue to support to all of Drinkaware’s activities and encourage our 340 members to continue to support Drinkaware in their campaigns.</p>
Young & Co.’s Brewery P.L.C.	<p>We made a cash contribution and an in-kind contribution during the last year (which were both in line with the previous cash and in-kind contributions we made).</p> <p>During the annual “Why let the Good times go bad?” campaign run by Drinkaware:</p> <p>(a) our Young’s managed house pubs displayed A4-size and A3-size “Why let the Good times go bad?” posters in the washrooms;</p> <p>(b) we included the “Why let the Good times go bad?” logo and a link to the Drinkaware website on the bottom of every email sent out to our extensive Young’s customer database; and</p> <p>(c) we included the “Why let the Good times go bad?” banner on our main website, http://youngs.co.uk/.</p>