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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.
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 in 2014. Communication of Drinkaware appears on all of our external marketing materials produced for the UK.
Accolade Wines	<p>Accolade Wines believes that The Drinkaware Trust plays a unique role in providing consumers in the UK with information about responsible drinking and makes a significant contribution towards changing people’s attitudes towards alcohol and ultimately their behaviour. Since 2009 we have provided significant core funding and in kind support to Drinkaware. Following the 2013 independent review of Drinkaware we were pleased to agree to Drinkaware’s request to continue funding and support in 2014 at the same level as the previous year.</p> <p>Accolade is committed to displaying the Drinkaware logo and website address on the labels of our products. Within the UK, it is Accolade’s standard practice to display the Drinkaware logo on all of its consumer-facing marketing materials, including above the line advertising, point of sale materials, websites and social media content. In 2014 we will be able to further increase Drinkaware brand awareness through responsible drinking activity integrated into our cricket sponsorship.</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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<p>ASDA</p>	<p>We fund Drinkaware to the agreed cash amount and provide substantial in-kind support in the form of labelling/packaging and point of sale materials, our in-store magazine and Asda's website.</p> <p>We supported Drinkaware campaigns in Glasgow and Berkshire with in-store materials and evaluation data.</p>
<p>Aston Manor Brewery</p>	<p>We are fully signed and paid up members of Drinkaware and we liaise with them on all promotional messaging and have supported the "Why let the good times go bad?" Campaign.</p>
<p>Bacardi Brown-Forman Brands</p>	<p>We have continued to support and promote the Drinkaware Trust and it's activities.</p>
<p>Beam Suntory (formerly Beam Global Spirits & Wine)</p>	<p>We continue to maintain 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"). In 2013, we supported "in kind" activation worth £1.5 million.</p> <p>Now that the "Why Let the Good Times Go Bad?" has concluded we will be supporting Drinkaware.co.uk with their new plans.</p>

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<p>Booker Group plc</p>	<p>Booker continues to support Drinkaware financially and in kind.</p> <p>Booker displayed the Drinkaware logo and message across its BUZZ customer base.</p> <p>This included featuring in 18,000 magazines, displaying a total of 216,000 Drinkaware logos. Point of sale bundles were also distributed to an average of 600 pubs every 8 weeks and included A2, A3 and A4 posters and drinks menus. Over 100,000 Drinkaware logos were featured. The Drinkaware logo also featured on the BUZZ website.</p> <p>In addition, 20 million Booker branded drinks containers were sold bearing the Drinkaware website address.</p> <p>The Drinkaware Parents Guide was published on the Booker colleague news-feed.</p>
<p>Brand Phoenix Limited</p>	<p>We are, and always have been, full supporters of all supplier initiatives of Challenge 21 and Challenge 25.</p>
<p>British Institute of Innkeeping</p>	<p>BIi has Challenge-25 posters available for download on it's website, which feature the Drinkaware logo and promote the Drinkaware website for more information. We also encourage our members to commit to responsible alcohol retail, and will not tolerate anyone running irresponsible drinks promotions to be a member of our organisation.</p>
<p>C&C Group plc</p>	<p>We continue to fund Drinkaware and are an active partner. We are working with Drinkaware as they evolve their organisation under new leadership. Through our role in the Scottish government alcohol industry partnership, we seek ways to amplify Drinkaware's messages. We use Drinkaware logos on all our marketing communication.</p>

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<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. Many multipacks including those on our world beers portfolio, San Miguel and Staropramen, including on-going Drinkaware messaging.</p> <p>The link to the Drinkaware featured prominently on the Carlsberg UK facebook page (www.facebook.com/carlsberg-forengland) which has over 1.7 million likes, and on www.carlsberg.co.uk which receives 15,000 hits a month.</p> <p>Carlsberg UK also produced and distributed its own brands Drinkaware unit calculators to further communicate the message around unit consumption with its 1900 staff.</p> <p>For more information please visit our 'engaged with society' CSR website - engagedwithsociety.co.uk</p> <p>In 2013, Carlsberg delivered around Â£250,000 of in-kind activity for Drinkaware and this was treble that delivered in 2012.</p>
<p>Cellar Trends Ltd</p>	<p>We contribute financially to Drinkaware and provide them with promotional services.</p>
<p>Charles Wells Ltd</p>	<p>We continue to support Drinkaware through financial support and in-kind funding. Details of Drinkaware are also included in brand materials and point of sale and incorporated into above the line campaigns, including the recent Bombardier TV advert.</p>

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<p>Cider of Sweden (formerly COS Brands)</p>	<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> <p>Our advertising, PR and BTL agencies all now receive an annual induction on Drinkaware and the Portman group and our responsibilities to each.</p>
<p>Co-operative Group (The)</p>	<p>The Drinkaware label messaging is carried on 100% of our own brand products. We continue to carry this messaging on own-brand labels. We raise awareness of Drinkaware campaigns, such as the Campaign for Smarter Drinking through channels in-store and online. All our advertising and marketing of alcohol mentions Drinkaware and/or its associated campaigns at least once. Drinkaware information is permanently hosted on our website www.co-operative.coop/food/health/ and links are provided through to www.drinkaware.org (including links to MyDrinkaware). We have raised awareness of the Drinkaware brand by including at least one mention on any promotional material we produce where an alcoholic product is involved. We have also raised awareness of Drinkaware and its campaigns amongst the 88,000 employees of the Co-operative Group. We have achieved this by using a variety of internal communications channels including (internal magazines (on and off-line editions), company intranet and social media. The in-kind value of the support delivered for Drinkaware in the last 12 months has been £380,599.02.</p>
<p>Copestick Murray</p>	<p>Any advertising undertaken by Copestick Murray on our own brands will continue to include the Drinkaware website details.</p>

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Daniel Thwaites PLC	<p>We are founding funder members of Drinkaware and have committed to this funding for five years to 2016. 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.</p> <p>We attended the recent Drinkaware forum.</p> <p>We promote the logo of Drinkaware on emails, point of sale as well as some of our delivery vehicles.</p>
Diageo Great Britain Limited	<p>We continue to fund and fully support the aims and objectives of Drinkaware with a cash donation over the past 12 months of Â£475,000 as well as in-kind support via various media and communication channels. Over the last 12 months, Drinkaware has been very effective in their core objective of education and public awareness of alcohol issues, misuse and harm. The table below demonstrates their success, over the last five years, in terms of website traffic.</p> <p>Table does not download - available on request.</p>
Direct Wine Holdings Ltd	<p>Direct Wines will continue to support the Drinkaware generic campaigns, where appropriate, to our business and customers. A link to the Drinkaware website can be found on each page of our website and our external emails. The logo is also 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>Direct Wines is looking into adding the drinkaware.com logo to the outside of our boxes used to deliver our goods to customers.</p>
E&J Gallo Winery (formerly Gallo Vineyard Inc)	<p>E&J Gallo Winery Europe continues to provide support for Drinkaware in 2014. Please visit www.drinkaware.co.uk for further detail.</p>
Edrington Group, The	<p>As planned, Edrington maintained its funding support for Drinkaware in 2013.</p> <p>References to Drinkaware took place on all our published UK advertising in 2013.</p> <p>Additionally we publicised the output from Drinkaware's annual conference, especially the new content on teenage drinking, on our daily intranet news page</p>

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Enterprise Inns plc	Enterprise continues to meet all financial commitments to and remains a sponsor of the Drinkaware Trust. The use of all Drinkaware marketing material is checked by our internal team to ensure compliance with brand guidelines.
Everards Brewery Ltd	We continue to direct people to the Drinkaware website (www.drinkaware.co.uk) to gain an understanding of responsible drinking.
First Drinks Brands Ltd	<p>We have continued our fifth year of funding Drinkaware and have supported regular conferences facilitated by the Drinkaware Team in the last year or so; we note that the focus for Drinkaware has been a successful campaign to raise individual awareness of alcohol issues, promoting a responsible attitude and provision of high quality support and information concerning alcohol use and mis-use.</p> <p>We welcome the renewed efforts Drinkaware is now making to covert high awareness levels into lifestyle change and action oriented behaviour shifts in the problem areas of binge drinking, underage drinking and so on.</p> <p>We have also supported the financial consideration by producing POS material and use of the Drinkaware.co.uk URL in advertising material.</p>
Frederic Robinson Ltd	We continue to support this and work closely with soft drinks manufacturers to help promote this at busy times of year.
Fuller Smith and Turner PLC	We continue to support Drinkaware and pass the messages on to the Fuller's customers via our own bespoke messages in our responsible drinking leaflet mentioned in Pledge 2.
Halewood International Limited	Halewood International is compliant with pledge A5. The "Why let the good times go bad?" campaign has now come to a close but the business continues to promote the Drinkaware website through trade and consumer advertising, the majority of our product websites and on product packaging. The business has maintained its level of financial support.
Hatch Mansfield	We continue to offer financial sponsorship support to Drinkaware and publish it on our website

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Heineken UK

As mentioned in our 2013 update, we continue to provide core funding to Drinkaware and use our marketing, packaging and sponsorship to raise awareness and drive traffic to Drinkaware.co.uk, delivering a high value of in kind support. You'll find the Drinkaware logo on all of our marketing materials from our TV adverts, to our brand websites, to our secondary packaging. In 2013 we delivered Drinkaware a media in kind value of almost £6.5m - the highest in-kind media support of any industry partner.

We also use our internal communication channels to engage colleagues in our branded campaigns which promote responsible consumption and to promote Drinkaware's own campaigns. Through our Responsible Retailing Guide for our 1200 Star Pubs & Bars Lessees we actively encourage them to download Drinkaware campaign materials to use in their pubs and on their websites.

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 FC and adding the responsibility message to all advertising.

The company believes that education is the way forward and aims to promote this ethos externally through promotion of the drink responsibly message and internally by running annual alcohol Awareness Weeks to promote the key messages of Drinkaware to all employees. Where possible we try to attend the Drinkaware conferences to ensure we are aware of any updates to the Drinkaware campaign.

For 2014, we will again 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>The company continues to fund Drinkaware.</p> <p>We have also supported local initiatives such as a trial in Northampton on the impact of providing free drinking water in late night venues.</p> <p>We are involved in the current initiative arising from Drinkaware commissioned research into the dynamics surrounding drinking habits of the young called “Drunken Nights Out” and have a representative on the working group tasked with developing concrete measures to effect positive behaviour change.</p>
Kingsland Wines and Spirits	<p>We have signed up to continue to support Drinkaware and actively market Drinkaware on our company website and also on our back labels.</p>
Lidl	<p>We continue to explore further ways in which we can work with and support Drinkaware. We are also keen to assist in Drinkaware’s new strategic priority of moving beyond providing information about alcohol, to creating sustainable changes in drinking behaviour. We are looking forward to playing our part in their future strategy and to a working partnership where support from Drinkaware will further assist us to achieve our objectives.</p>

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<p>Majestic Wine Warehouse Ltd</p>	<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 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</p> <p>Drinkaware logo/website. As requested by Drinkaware in January 2014, we removed the WLG TGB logo from our emails as Drinkaware has ended this campaign.</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, most of our products have the preferred back label. We currently have 741 lines which carry the new label. This label includes the Drinkaware logo/ website.</p> <p>In September 2013, we supported Drinkaware's SGAIP initiative in Glasgow. This initiative was to encourage consumers to swap to a lower alcohol product. We ran this campaign in our three Glasgow stores.</p> <p>On 5th February 2014, we attended Drinkaware's annual conference.</p>
<p>Marks & Spencer</p>	<p>M&S supports Drinkaware in cash and in kind. Our in store decor and unit labelling on pack reference the Drinkaware website.</p>

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Maxxium UK Ltd

We are committed to maintaining our in-kind support for Drinkaware and referenced either the principal logo or the “Why let good times go bad?” logo (until the campaign’s conclusion at the end of 2013) on the appropriate advertising and promotional materials. The media value achieved for use of the ‘Why let good times go bad?’ logo was over £1.5 million.

In addition to supporting the “Why let good times go bad?” campaign, we have maintained awareness for Drinkaware’s other campaigns by putting links onto our corporate website, www.maxxium.co.uk. The British Beer & Pub Association 2-2-2-1 artwork is also available there for download.

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 Drinkaware initiatives to our staff by running front page stories on our intranet site and issuing Drinkaware cups.

Midcounties Co-operative

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.

We have also teamed up with Fairgame Theatre to create Friday night alcohol awareness project and associated educational DVD and pack. We continue to offer this DVD and education pack to schools and local community groups to raise awareness amongst young people.

In addition to this we have also worked with Base 33, a youth organisation, to educate and divert young people from street drinking to taking up more constructive practices.

We also continue to engage with Gloucestershire Police to promote drink awareness.

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<p>Mitchells & Butler plc</p>	<p>Mitchells & Butlers continues to be 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> <p>Mitchells & Butlers supported Drinkaware's Spot the Difference Campaign to encourage drinkers in Glasgow to swap their usual drink for a lower alcohol version. The pilot campaign, which ran in September and October 2013, was developed by Drinkaware and the Scottish Government Alcohol Partnership.</p> <p>The main aim of the campaign was to encourage 25-44 year olds to switch to a lower ABV drink and therefore reducing the individuals unit intake, and the risk of long and short term health harms associated with excessive alcohol consumption.</p>
<p>Moet Hennessy UK Ltd</p>	<p>Moet Hennessy's support of Drinkaware continues.</p> <p>Every member of Moet Hennessy UK should now carry the Drinkaware logo on all external communication. We continue to update our staff and train new recruits as part of the induction programme. Additionally we have a strict policy on responsible drinking which is carried through all our brand activities and events.</p>
<p>Molson Coors Brewing Company (UK) Ltd</p>	<p>Molson Coors is a leading supporter of Drinkaware and fully committed to its on-going development. In 2013/14 we donated £355,000 to Drinkaware. In addition, we continue to amplify our support for Drinkaware via our advertising, packaging, marketing and sponsorship activities in the UK. All our brands including the UK's best-selling lager, Carling, include the Drinkaware website address on primary and secondary packaging.</p>
<p>Morrison Bowmore Distillers Ltd</p>	<p>MBD continue to support the Drinkaware charity financially and in pursuit of its objectives to promote responsible consumption of alcohol.</p>

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<p>Morrisons Supermarkets Plc</p>	<p>We have maintained levels of direct financial support for Drinkaware of £250,000 per annum. This is supplemented by in-kind support which has been estimated to value over £1m.</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 • certain pages of the Morrisons website • every editorial page of our customer magazine which includes alcohol • all Morrisons advertising that features alcohol
<p>Pernod Ricard UK</p>	<p>In 2013, PR-UK agreed with the Drinkaware leadership to continue our funding of the Drinkaware Trust in 2014 at the 2013 subscription rates.</p> <p>For 2014, PR-UK has now agreed with Drinkaware on a new subscription rate for 2014. PR-UK is committed to the continued financial support of the Drinkaware Trust.</p>
<p>Punch Taverns</p>	<p>As Portman Group signatories and supporters of Drinkaware, Punch does not condone the irresponsible promotion of alcohol.</p> <p>We actively support Drinkaware through our websites, promotional marketing materials to our Partners (licensees) and promotional notices through internal communications to our employees.</p> <p>In October 2013, representatives from Drinkaware also attended our Partner Roadshow in Leeds. Here they were able to engage with over 1,000 people including; over 350 of our local Partners, over 20 prospective licensees and over 90 industry suppliers.</p> <p>Our in house Design and Print team continue to use the Drinkaware logo on all of the design materials (such as menus, posters, beer mats etc) that they produce for our Partners.</p>

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<p>Quintessential Brands UK Group Limited (Formerly G&J Distillers & Bottlers Limited)</p>	<p>Quintessential Brands UK Group Limited continues to commit to the Drinkaware Trust with financial support. All branded products carry the Drinkaware message and the company website www.quintessentialbrands.com has a link to the Drinkaware website.</p>
<p>SABMiller plc; Miller Brands UK</p>	<p>Miller Brands UK continues to support Drinkaware on a financial basis, as established through the MOU between Industry, Government and Drinkaware.</p> <p>We continue to work closely with Drinkaware in order to provide assistance wherever possible, including making available any internal resources that may be of use to the organisation, as well as to better understand their campaigns (including 'Parents' - "Talk Now and Avoid Problems Later") in order to communicate about this wherever possible. We have also worked closely with Drinkaware to highlight their "Why Let Good 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.</p>
<p>Sainsbury's Supermarket Ltd</p>	<p>We are very supportive of Drinkaware and over the last year we have contributed £295,000 worth of funding.</p> <p>Our in-kind support also continues. We reference the Drinkaware website or include the Drinkaware logo across all our Think 25 material, responsible consumption messages and own brand alcohol labelling. Drinkaware also features heavily on our websites, including as part of our Groceries Online website, and our Live Well for Less website, which provides a range of advice and guidance to customers. If alcohol features as part of a press or television advert, the Drinkaware website is also included.</p> <p>The Drinkaware logo has been included on approximately 15 million coupons which have been issued to customers to date.</p> <p>Our pharmacists continue to use the Drinkaware unit wheels, and highlight the online Drinkaware unit calculator when talking to customers about alcohol consumption. This year a number of our pharmacies in Berkshire worked with Drinkaware to support their "What's in your glass" challenge.</p>

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<p>Scotch Whisky Association (The)</p>	<p>Activity to support delivery of pledge:</p> <p>The Chief Executive of Drinkaware was invited to present at the SWA Members' Day in April 2013 providing an update on the progress, challenges and future direction of travel of the organisation and the importance of working in partnership.</p> <p>Drinkaware worked with the Scottish Government Alcohol Industry Partnership campaign's work stream to deliver a pilot campaign in Glasgow, the 'Spot the Difference' campaign, which ran in September and October 2013. The aim of the campaign was to promote and encourage consumers who regularly drink over the daily guidelines to switch to a lower ABV version of their usual drink, and ultimately reduce overall consumption. A copy of the evaluation report will be published on the SGAIP website</p> <p>The SWA provides the joint Secretariat to the Partnership and are members of the campaign's work stream.</p> <p>The SWA made Drinkaware materials available at our events during the 2013 political party conference season.</p>
<p>Shepherd Neame Ltd</p>	<p>In accordance with Drinkaware's directions, we have transferred branding over from Why Let The Good Times Go Bad to generic Drinkaware branding on our relevant marketing materials. We have also expanded our use of that logo, both on physical marketing materials and online, to ensure it is highlighted on both brand and pub websites.</p>
<p>Southern Co-operative (The)</p>	<p>We continue to support Drinkaware through our trading arrangement with the Co-operative Retail Trading Group.</p> <p>All Co-operative own brand products and external communications relating to alcohol carry Drinkaware messaging.</p> <p>Drinkaware information is permanently hosted on the Co-operative Food website www.co-operative.coop/food/health/ and links are provided through to www.drinkaware.org (including links to MyDrinkaware).</p> <p>The in-kind value of the support delivered for Drinkaware in the last 12 months has been £380,599.02</p> <p>See the Co-operative Group's progress report for further details of this support.</p>

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<p>SPAR (UK) Ltd</p>	<p>SPAR UK continues to be an active supporter of Drinkaware both in cash and in kind. We have ensured that Drinkaware and their relevant campaign logos feature throughout all of our alcohol related marketing communications where practical to do so. We have also invested in additional marketing to support specific Drinkaware campaigns such as “Why Let Good Times Go Bad” or “Excuses” at times that are relevant to specific target audiences for each. Marketing channels used to support this include in-store POS, in-store radio advertising, consumer website www.spar.co.uk featuring the Drinkaware logo on multiple locations and links to the Drinkaware website http://www.drinkaware.co.uk, our new social media channels Facebook & Twitter through sharing of Drinkaware content and featuring logos against promotional offers as well as in our Mini Magazine which was delivered to homes in Autumn 2013.</p>
<p>St.Austell Brewery Co. Ltd</p>	<p>This year we have committed again to fund the Drink Aware Trust.</p>
<p>T&R Theakston Ltd</p>	<p>Theakstons are a Drinkaware funder and ensure that the Drinkaware logo and website are displayed on marketing and advertising materials.</p>
<p>Tesco PLC</p>	<p>Tesco is the largest retail supporter of Drinkaware and provided Â£2.685m in direct and in kind support for Drinkaware in 2013/14. 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>

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The SHS Group Drinks
Division (formerly Beverage Brands)

As Portman Group members, we have been funding and involved with Drinkaware since its inception. Throughout the “Why Let Good Times” campaign, we actively promoted the logo, website and app to encourage traffic, share information and encourage adoption of the tips. The team were consistently challenged to find creative ways to support the campaign, not just financially but in raising awareness across all our customer and consumer touch points. Our total contribution over the five years of the WLGTGB campaign was c.GBP five million, which puts us sixth in total of all the funders (although we are an SME with a small number of brands).

As Drinkaware moves on from this campaign, we are switching our references back to drinkaware.co.uk and ensuring this features on ALL our communications - consumer & trade advertising, on pack, online, internal comms and so on. We aim to go the extra mile wherever we can on responsibility, so examples of this are;

Getting involved with Drinkaware planning - consistent feedback and engagement in their processes and offering practical support and expertise.

Providing Drinkaware materials for on or off trade customers as required.

Attending student fresher’s fairs to share Drinkaware materials.

Supporting local police safety events with soft drinks and Drinkaware materials.

Ensuring Drinkaware features prominently on case outers i.e. not just for consumers, but seen by trade) as well as individual bottle and pack labels.

Sharing Drinkaware communications in our own offices, on intranet and at Christmas parties.

Featuring Drinkaware logo in all our email signatures.

Reaching sixteen million adults through using drinkaware.co.uk on our indents and adverts for its two programme

sponsorship. This included gaining agreement that the Drinkaware logo could feature on all programme adverts (normally only one logo is allowed, this meant using two logos).

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<p>Treasury Wine Estates</p>	<p>In 2013 TWE continued to be an active member and funder of Drinkaware, as the Company looked to maintain affirmative and positive support for the organisation and it will continue this funding throughout 2014.</p> <p>The company continues to display the Drinkaware website address on the back labels of all of its “packed for UK” brands. Promotional media, competitions and advertising continue to carry Drinkaware messaging as well as the website address.</p> <p>In addition, TWE is a member of Drinkaware’s sister organisation in Australia, Drinkwise and, given the country of origin of the vast majority of our brands sold in the UK, often carries Drinkwise messaging and links on our branded websites.</p>
<p>Wadworth</p>	<p>Wadworth continues to support the Drinkaware scheme and carries links on websites and marketing collateral associated with promotion and marketing of alcoholic products.</p> <p>Wadworth continues to provide funding support for drinkaware.co.uk in its current format, but understands that that is liable to change to redress the balance between the trade and health lobbies.</p> <p>Wadworth attends meetings with representatives from Drinkaware and central forums regarding the work being undertaken by the organisation.</p>
<p>Waitrose</p>	<p>We continue to provide funding to Drinkaware. We use their logo in advertisements and other communications with our customers, for example 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. Please see the form on alcohol and advertising for a full list of activity which supports Drinkaware. We will continue to reference the campaign on all our marketing communications and on our packaging. We also distribute Drinkaware promotional campaign tools to our employees based in the UK.</p>

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A5. Support for Drinkaware

<p>Wine and Spirit Trade Association (WSTA)</p>	<p>In common with other industry trade associations, we are not a funding partner to Drinkaware.</p> <p>However, over the past year we continue to provide substantial levels of in kind support to all aspects of Drinkaware’s business, including 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>The WSTA’s Labelling Guide references Drinkaware and encourages members to adopt the Drinkaware logo and website address, signposting them to the Drinkaware website. The WSTA also submitted a response to the review of Drinkaware.</p> <p>We will continue to support to all of Drinkaware’s activities and encourage our 340 members to support Drinkaware in their campaigns. The WSTA also fed into the independent Drinkaware review that took place over the past year.</p>
<p>Young & Co.’s Brewery P.L.C.</p>	<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>