The world’s leading beer, wine, and spirits producers are helping to fight COVID-19. See a selection of their initiatives:

- DrinkWise* created a national marketing campaign to remind Australians to look after each other and to seek support if needed, and promote moderation for those who choose to drink alcohol during COVID-19.

- In Australia, DrinkWise* has launched Bounce Back, which is a new podcast intended to support and empower people who are feeling stressed and anxious during the COVID-19 pandemic. The series features prominent Australians sharing their personal experiences of setbacks and challenges, and how they overcame adversity.

- In Australia, Lion created a national ad campaign to encourage bar patrons to respect physical distance and use the government’s COVID-19 tracing app.

- Pernod Ricard Winemakers pledged AUS $100,000 ($70,000) to provide meals to hospitality professionals in Australia through its new Meals for Mates initiative.

- Diageo launched a nationwide support package valued at AUD $1.2m ($850,000) designed to help rebuild the Australian bar industry.

*DrinkWise’s industry contributors include several of our signatory companies: the local operating companies of AB InBev and Kirin, plus Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard.