Highlights of IARD members' actions across North and Central America

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

- **Mexico**: Heineken is supporting 50,000 servers at 10,000 restaurants and bars with its Por Tu Restaurante initiative.
- **Mexico**: Social Research Foundation A.C. (FISAC) members* have donated 132,000 liters of 96% ABV alcohol.
- **Canada**: Beam Suntory launched the First Shift Meals program, so far providing over 6,700 free meals for restaurant and bar employees, and their families.
- **U.S.**: The Distilled Spirits Council of the United States (DISCUS)** created a COVID-19 response portal, with resources including a database to connect distillers who want to produce hand sanitizer.
- **Canada**: Beam Suntory launched the First Shift Meals program, so far providing over 6,700 free meals for restaurant and bar employees, and their families.
- **U.S.**: Molson Coors donated 50,000 cans of water to the Salvation Army in Colorado.
- **U.S.**: Pernod Ricard is producing hand sanitizer at all of its manufacturing sites, with 525,000 liters already produced.
- **U.S.**: Brown Forman donated 100,000 liters of hand sanitizer and produced enough ethanol to make over 111 million liters of hand sanitizer.
- **U.S.**: Molson Coors pledged $1m to the United States Bartenders’ Guild’s (USBG) Bartender Emergency Assistance Program (BEAP).
- **U.S.:** AB InBev will redirect $5m that it would normally spend on sports and entertainment marketing to the American Red Cross for their relief work.
- **U.S.:** Brown-Forman is donating up to $1m to support hospitality, with beneficiaries including the United States Bartenders’ Guild’s (USBG) emergency fund.
- **U.S.:** Beam Suntory donated $1m, in partnership with Southern Glazer’s, to support the United States Bartenders’ Guild’s (USBG) Bartender Emergency Assistance Program (BEAP) and the Restaurant Workers Community Foundation (RWCF).
- **U.S.:** Molson Coors pledged $1m to the United States Bartenders’ Guild’s (USBG) Bartender Emergency Assistance Program (BEAP).

* FISAC’s industry contributors include several of our signatory companies: the local operating companies of Brown Forman and Pernod Ricard, plus Diageo, Bacardi, and Beam Suntory.
** DISCUS is a member of IARD’s Partnership Council. DISCUS’s own industry contributors include several of our signatory companies: Bacardi, Beam Suntory, Brown-Forman, Diageo, and Pernod Ricard.