The world’s leading beer, wine, and spirits producers are taking action against COVID-19

IARD member companies are helping fight COVID-19 globally with initiatives including*:

- **Supplying over 700 million bottles** of hand sanitizer
- **Support for the hospitality industry** totaling over $125 million
- **Taking action on six continents**
- **Additional financial contributions** totaling over $40 million, with the majority directed towards healthcare, research, and community relief efforts

The COVID-19 pandemic is a global health and societal emergency, presenting unique and urgent challenges to the world. The members of the International Alliance for Responsible Drinking (IARD) have stepped up to contribute during this time of crisis, using their unique resources and positioning to help through a variety of initiatives. All of IARD’s members are helping to address the global shortage of hand sanitizer. Also, they are all supporting workers in the hospitality industry, many of whom are facing financial hardship and job losses due to the pandemic. IARD members are also working in partnership with governments and nongovernmental organizations (NGOs) to deliver help where it is most needed. These initiatives and actions are only possible due to partnerships among public, private, and civil society sectors, which can achieve greater impact than any sector working alone.

The World Health Organization (WHO) and the International Chamber of Commerce (ICC) jointly called on the private sector and national governments to collaborate to fight against COVID-19. And IARD's members are committed to keep working in partnership to do so: helping protect communities across the world and fight COVID-19, as part of a whole-of-society approach.

*The figures and actions throughout the case study are accurate as of July 31, 2020.
**For this calculation, bottle size has been standardized to 250 ml.
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.: Diageo* announced a $20M community fund to support social justice, helping Black communities and businesses to recover from the pandemic.

U.S.: Molson Coors donated 50,000 cans of water to the Salvation Army in Colorado.

MEXICO: Heineken is supporting 50,000 servers at 10,000 restaurants and bars with its Por Tu Restaurante initiative.

CARIBBEAN: West Indies Rum & Spirits Producers’ Association (WIRSPA)** members have produced and donated over 600,000 litres of alcohol-based sanitation products.

COLOMBIA: AB InBev’s Bavaria – in partnership with Binner – is producing sanitizer using surplus alcohol from NO-ALCOHOL BEERS.

BRAZIL: AB InBev produced 500,000 bottles of hand sanitizer gel using leftover alcohol from Brahma 0.0.

U.K.: Pernod Ricard’s Chivas Brothers donated 100,000 liters of alcohol for sanitizer production.

U.K.: William Grant & Sons launched the #STANDFAST global campaign to support hospitality charities.

SPAIN: Beam Suntory donated NEUTRAL ALCOHOL to local governments.

AFRICA: Diageo has donated sanitizer in SEVEN COUNTRIES***.

SOUTH AFRICA: AB InBev is donating 150,000 liters of hand sanitizer to government agencies.

SOUTH AFRICA: Pernod Ricard has committed $110,000 to support bartenders through its #KeepTheSpirit initiative.

CHINA: Pernod Ricard donated $280,000 to establish a fund for medical workers.

JAPAN: Asahi and Kirin Breweries collaborated with sake breweries to distil and donate 1,260 liters of alcohol for hand sanitizer.

MALAYSIA: Carlsberg has pledged $350,000 to assist Chinese primary schools.

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*This $20 million is part of Diageo’s Raising the Bar initiative (see back page)

**WIRSPA is a member of IARD’s Partnership Council. WIRSPA’s own members include producers across Trinidad & Tobago, Dominica, Dominican Republic, Guyana, St. Kitts, St. Lucia, St. Vincent, Suriname, Haiti, Antigua, Grenada, Jamaica, Barbados, and Belize.

***The seven countries are Cameroon, Ethiopia, Nigeria, South Africa, Uganda, Ghana, and Kenya.

****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.
The way forward
Beer, wine, and spirits producers expect to keep contributing to the fight against COVID-19. As many governments around the world change their initial restrictions, a new set of challenges will arise. IARD’s members are well positioned to keep helping with the COVID-19 response and can adapt as needs change because of their global supply chains, strong manufacturing capabilities, and employment potential.

*This $100 million program includes the $20 million Community Fund announced in the United States on 12 June 2020. The cities in the Raising the Bar program include New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney, and more.*