IARD
INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING

Global Standards Coalition (GSC) ENG

Organizations across the globe united in further accelerating reductions in the harmful use of alcohol

For millions of adults in many cultures, enjoying beer, spirits, or wine in moderation is an important part of their social lives. Although our companies are very different, we have come together, each acting in our areas of expertise, to further accelerate reductions in the harmful use of alcohol and promote moderation among adults who choose to drink.

What we stand for as members of IARD's Global Standard Coalition:

- We firmly believe beer, wine, and spirits are adult drinks and oppose the marketing and sale of alcohol beverages to those below the legal purchase age.
- We put in place policies and practices to prevent marketing or sale of alcohol beverages to those below the legal purchase age.
- We equip our employees and partners with training and information to promote responsible business practices.
- We support and recognize those adults who choose not to drink alcohol.
- We work together to enhance safeguards and further raise standards to address the harmful use of alcohol.

We invite others in our value chain to join us to help demonstrate the positive impact that businesses play in promoting responsible consumption and reducing harmful drinking. By harnessing our resources alongside those of policy makers, regulators, healthcare professionals, and societal leaders, we can establish a positive movement for change.

Supporters of the statement (*Self-Regulatory bodies*)

IARD Partnership Council