

## NOTE

This is an unofficial non-binding GRS translation of the German Brewers Association *Die Deutschen Brauer* 03/ 2018 Beer Code. The original is here:

[https://brauer-bund.de/wp-content/uploads/2021/01/180308-DBB\\_Brauer-Kodex\\_2018\\_Redigierte-Fassung-03-2018.pdf](https://brauer-bund.de/wp-content/uploads/2021/01/180308-DBB_Brauer-Kodex_2018_Redigierte-Fassung-03-2018.pdf)

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German brewers only promote the sensible, responsible consumption of alcohol in general and the 'culture drink' beer in particular.

In this, they know that they are in close alignment with the whole European brewing industry. Together with other producers of alcoholic beverages, the sales agents in the trade and catering industries as well as the advertising industry, they adhere to the mutually agreed rules for voluntary advertising self-regulation, which includes all of a company's online activities.

German brewers also comply with a code of conduct that deliberately goes beyond the framework of the current statutory and voluntary requirements for the selling and advertising of beer.

This code is binding for all member breweries and associations of the German Brewers Association as well as for their employees. We are committed to its implementation among our partners in sales, retail and the catering trade.

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1. Beer is - sensibly enjoyed - a drink that stands for joie de vivre, sociability and quality of life. If consumed improperly, however, it carries various risks for the consumer and their environment. We are committed to the responsible use of alcoholic beverages and are actively involved in combating alcohol abuse.
2. Beer should be enjoyed responsibly. There are areas of life such as driving, or hazardous activities at work, and personal circumstances such as taking medication, or pregnancy and breastfeeding, that are incompatible with alcohol consumption. We are committed to the principle of sobriety in these situations. That means certain conditions are incompatible with alcohol consumption. We are actively committed to preventing alcohol consumption if it poses a risk to the person concerned or to third parties.
3. We are against any form of alcohol abuse and against portrayal in which rapid or excessive drinking is appreciated and rewarded. We oppose any trivialisation of excessive alcohol consumption and do not consider misconduct when under the influence of alcohol to be acceptable.
4. Beer has been a legally produced product for centuries and is highly regarded. However, the fact that it is an alcoholic drink subjects us brewers to a particular social responsibility in our marketing and promotional activities. That is why we refrain from advertising our products specifically to young people, who need special protection against the downsides of excess alcohol consumption. Our typical advertising methods in radio and television, on the Internet and in print media, as well as digital and social media that are under the control and responsibility of the company, therefore only address target groups of at least 70 percent adults and young adults over the age of 16. We are committed to the applicable youth protection regulations and clearly reject the sale of beer to under 16-year-olds by retailers or restaurants. We contribute to the appropriate informational measures that are taken to make this clear.
5. In the case of marketing and information measures, we refrain from any diminution on the grounds of gender, ethnic origin or religion with regard to alcohol consumption, as well as any undermining of abstinence or moderation. In the context of commercial communication, we do not create the

impression that alcohol consumption leads to success in society, at work, in education, in sport or in sexual matters. Sexist statements also have no place in our advertising.

6. We do not tolerate violence, sexual assault and anti-social behaviour as a consequence of alcohol abuse. We declare our readiness to play an active part in the fight against alcohol abuse and to support the use of means that are suitable for achieving this common goal.

The German brewers actively advocate that abusive and harmful consumer behaviour must be prevented, and measures taken go beyond compliance with the existing legal requirements such as the Youth Protection Act, or road traffic regulations.

We offer social groups and institutions (e.g. car clubs, health associations, parents' programmes, sports clubs and the media) as well as government agencies and authorities in the federal, state and local governments, as well as in the context of an alliance framework, in order to enable young people and adults to use alcoholic beverages responsibly and to be aware of the risks and harmful consequences of excessive alcohol consumption at an early stage and thus effectively to combat and ultimately prevent the occurrence of alcohol-related damage before it can happen.

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