



# INTRODUCTION

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The Beer Institute is an industry trade organization representing brewers and beer importers before Congress, state legislatures and in public forums across the country. Membership of the Beer Institute supply nearly 90 percent of the beer sold in the United States.<sup>1</sup>

Our member companies have a long and proud American history and reach every state and nearly every community as a welcome part of our nation's culture and heritage. More than 2 million working people define the beer industry, including our neighbors, friends and families.<sup>2</sup> It is important for all of us that our communities are well served by our business in a safe and responsible manner. Collectively, this beer industry and its people have demonstrated a Commitment to Responsibility, promoting the moderate consumption of beer, since well before the Repeal of Prohibition.

The predecessor to today's Beer Institute, the United States Brewers Association, initiated an industry-wide responsibility effort in 1938 with the creation of a self-regulation program. That program was described in the first edition of the *Brewers Almanac* as "designed to promote moderation and sobriety and to maintain wholesome, orderly conditions where malt beverages are served." This basic tenet of responsibility is still very active today.

*This paper outlines the beer industry's Commitment to Responsibility, with work in four areas:*

- 1. Our successful living model on responsible advertising and marketing*
- 2. Our contributing efforts to prevent underage drinking*
- 3. Our contributing efforts to prevent drunk driving*
- 4. Our contributing efforts to promote responsible retailing*

## **SEVERAL RECURRING THEMES PRESENT THEMSELVES THROUGHOUT THIS WORK.**

**First**, you will find that the beer industry works collaboratively with stakeholders in nearly every responsibility effort. The partnership ranges from government officials and law enforcement to technology developers and entertainers. We are a unique industry and work to find unique solutions.

**Second**, you will find that the beer industry works with purpose. There are reasons behind our actions and positions. We focus where we believe our attention is needed and appropriate – and we respond with action.

**Finally**, we work to balance the set of widely varying expectations placed on the beer industry. The beer industry responds with programs, levels of engagement and related evaluation as varied as these expectations. We strongly believe a mix of programming is the right direction for our industry.

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<sup>1</sup> Beer Institute, *Brewers Almanac*

<sup>2</sup> John Dunham & Associates – 2012 Beer Industry Economic Impact Study

## RESPONSIBLE MARKETING & ADVERTISING

### *A Successful Living Model of Self-Regulation*

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Since it began advertising more than a century ago, the beer industry has constantly refined its work to be cutting-edge — and since 1938, the industry has worked under a self-imposed code of conduct.<sup>3</sup>

Today, the Beer Institute's Advertising and Marketing Code is a model of self-regulation. All Beer Institute members agree to follow the Code and respect the decisions of an independent review board. The Board evaluates unresolved complaints regarding brewer and importer advertising and decides whether such complaints identify materials that are inconsistent with Code guidelines. The process is strong enough in its formation to reflect the beer industry's commitment to responsible marketing and advertising, and flexible enough to adapt to the current times. The Code and beer industry self-regulation of marketing and advertising has also passed review by the U.S. government. In fact, in March 2014, the Federal Trade Commission reaffirmed the success of this model, stating, "The Commission continues to support self-regulation of alcohol marketing to reduce underage targeting."<sup>4</sup>

How does the Code work? There are five primary components:

- The principles outlined within the Beer Institute Advertising & Marketing Code
- Company-level inquiry and action
- Industry-level inquiry and action
- Independent review by the Code Compliance Review Board (CCRB)
- Periodic review by the Federal Trade Commission

To ensure complete transparency of the process, the Advertising and Marketing Code and easy-to-complete complaint forms are available on the

Beer Institute website. Decisions on all consumer complaints that move from the individual brewer or beer importer to the CCRB are also posted on the Beer Institute website.

Government review of Code compliance occurs with periodic orders, specially issued by the Federal Trade Commission (FTC) and directed to companies within the alcohol industry. The FTC closely reviews advertising demographic data to ensure that advertising and marketing materials are, in fact, directed to legal drinking age audiences. After review, the FTC publicly reports its findings and recommendations. In each of the four reports to date, the beer industry has shown a close adherence to the Code and related purchasing guidelines. Additionally, the Beer Institute reviews the FTC recommendations and where appropriate, adopts updates to the Code.

In its March 2014 report, the FTC touts the self-regulation model as one that "conserves limited government resources," is "more prompt and flexible than government regulations" and has made a contribution over time: "Over the past decade, the Commission has actively monitored self-regulation within the alcohol industry, both formally and informally. Ongoing outreach and studies such as this one have allowed the Commission to evaluate compliance with code provisions and to make recommendations for improvement, when appropriate. These efforts have helped inform the Commission's recommendations, and ultimately resulted in the adoption of code provisions containing an improved placement standard (including a protocol for making placements); a requirement that suppliers conduct periodic internal audits of past placements; and systems for external review of complaints about compliance with code provisions."<sup>5</sup> We agree that self-regulation, supported by FTC oversight, has created a strong model.<sup>6</sup>

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<sup>3</sup> The Brewers' Code of Practice; 1946 Brewers Almanac

<sup>4</sup> FTC: Self-Regulation in the Alcohol Industry, March 2014, at v.

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<sup>5</sup> FTC Self-Regulation in the Alcohol Industry, March 2014

<sup>6</sup> FTC Self Regulation in the Alcohol Industry, March 2014

## PREVENTING UNDERAGE DRINKING

### *Our Contribution to Progress*

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As an industry, we seek to play a constructive role in addressing underage drinking. While the individual taglines may vary, the industry message is clear: The beer industry does not tolerate underage persons drinking. To help reduce underage drinking, the beer industry directs advertising to adults of legal drinking age, and strives to prevent illegal youth access to alcohol. Industry initiatives include underage drinking prevention resources for parents, educators and retailers to provide user-friendly tools.

While underage drinking is at a record-low, rates of consumption, particularly heavy consumption, are still too high, and there is plenty of work still to be done. According to the US Department of Health and Human Services' National Survey on Drug Use and Health, 11.6 percent of 12-17 year-olds are current drinkers.<sup>7</sup>

However, there are also some promising trends from this research. Past-month, binge, and heavy drinking among 12-17 year-olds are at historic lows.

As an industry, we have watched these results over the years and are happy to see a number of positive trends. Member companies have worked diligently to play a strong but appropriate role in helping to reduce underage drinking and address consumption in college students. For the purposes of this paper, the beer industry contribution to the reduction of underage drinking is outlined in five sections:

- Responsible Advertising & Marketing — A Successful Living Model of Self-Regulation
- Providing Tools for Parents – Alcohol Conversations with Underage Youth

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<sup>7</sup>Substance Abuse and Mental Health Services Administration, *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-46, HHS Publication No. (SMA) 13-4795. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2013.

- Responsible Policy Areas – a Record of Engagement
- Encouraging Responsibility on College Campuses

## RESPONSIBLE ADVERTISING & MARKETING

The Beer Institute Code provides clear guidance that beer advertising should be directed to adults of legal drinking age. The alcohol industry has an excellent record in terms of demographic placement of advertising and marketing.

In its March 2014 report, the FTC reviewed ad placement in the larger alcohol industry, stating, "In the first half of 2011, 93.1 percent of placements made by companies met the 70 percent 21+ audience composition standard. Additionally, 97.3 percent of total advertising impressions (i.e., individual exposures to an advertisement) were due to placements that met the 70 percent standard. Lastly, 85.4 percent of the aggregate audience for all 14 companies advertising consisted of persons 21+..."<sup>8</sup>

***During the first half of 2011, 99.5 percent of digital placements met the 70 percent 21+ standard.***

The audience composition standard has changed over time. Based on 2010 data from the U.S. Census Bureau, for example, the Beer Institute changed the standard to audiences where at least 71.6 percent are above the legal drinking age, because the Census showed that 71.6 percent of the population was 21 and older.<sup>9</sup>

The beer industry is proud of its involvement in this self-regulation model and has challenged itself to maintain a high level of compliance with the Advertising and Marketing Code.

Finally, since 2007, the Beer Institute and its members have supported the FTC's "We Don't

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<sup>8</sup> FTC Self-Regulation in the Alcohol Industry, March 2014, at i.

<sup>9</sup> Howden, Lindsay M., and Julie A. Meyer. *Age and Sex Composition: 2010*. Washington, D.C.: U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, 2011. *United States Census Bureau*. United States Census Bureau, Department of Commerce, May 2011. Web. 26 Nov. 2014.

Serve Teens" program. This multicity effort includes television, radio, out-of-home and online ads as well as signs at the point of sale in retail locations for one joint message: "We Don't Serve Teens." In 2013, membership activity resulted in more than 731 million media impressions. One Beer Institute member took activity a step further working with the City of Chicago resulting in the City Council formulating a resolution. U.S. Congressman Danny Davis touted the "We Don't Serve Teens" program on the House floor. The U.S. Senate and House of Representatives, the National Prevention Council, and representatives of more than 40 states have recognized the campaign.<sup>10</sup>

### PROVIDING TOOLS FOR PARENTS

The 2012 National Survey on Drug Use found that of those underage drinkers who did not pay for alcohol, 24.3 percent obtained it from parents, guardians or other adult family members.<sup>11</sup>

*Influences on Youth Decisions About Drinking*, a GfK Roper Youth Report, identifies parents as by far the top influence on decisions about drinking among teens ages 13-17.

The combination of the NSDUH study and the GfK Report combine to clearly indicate an opportunity to focus efforts on parents – an opportunity that U.S. brewers and beer importers take. Beer Institute member companies partnered with medical experts to create educational materials for parents, including basic facts about alcohol and how-to guidelines for starting conversations. In 2013, these programs have reached nearly 200,000 parents through booklets, websites and social media activity. We also promoted these programs with more than 475 million paid and bonus media impressions encouraging parent-child communication. In a pre- and post- study of one member program, results showed a 46 percent increase in how often parents plan to bring up underage drinking with their teens in the next three months.

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<sup>10</sup> "Consumer Information." *We Don't Serve Teens*. Federal Trade Commission, n.d. Web. 26 Nov. 2014.

<sup>11</sup> Substance Abuse and Mental Health Services Administration, *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-46, HHS Publication No. (SMA) 13-4795. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2013.

### RESPONSIBLE POLICY AREAS

Brewers and beer importers engage in several other policies that help reduce underage drinking and access. This section highlights just a few of these efforts.

- The companies that make up the Beer Institute support graduated driver's licenses, recognizing that new teen drivers need adequate time, experience and distraction-free conditions behind the wheel of a vehicle to learn safe driving behaviors.
- Beer Institute members support the goals of state-level social host laws. While the details vary by state, generally these laws address those who knowingly host underage drinking parties.
- The Beer Institute and its members supported the Sober Truth on Preventing (STOP) Underage Drinking Act in 2005. The legislation called for modified enforcement of drinking laws, steps to reduce alcohol's availability to teenagers, increased research on underage drinking and additional resources for local community efforts.

### ENCOURAGING RESPONSIBILITY ON COLLEGE CAMPUSES

Brewers and beer importers that are active members of the Beer Institute adhere to the Advertising and Marketing Code, which makes clear that they only direct marketing and advertising to adults of legal drinking age. The college campus offers the same dilemma to administrators who grapple with a mixed audience of underage and legal-drinking-age students.

Our members work to find appropriate ways to have an impact, especially when it comes to addressing underage drinking on college campuses. The National Institute on Alcohol Abuse and Alcoholism suggests, "Successful efforts typically involve a mix of prevention, intervention and treatment strategies that target individual students, the student body as a whole, and the larger community."<sup>12</sup>

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<sup>12</sup> "College Drinking." *Publications*. National Institute on Alcohol Abuse and Alcoholism, National Institute of Health, n.d. Web. 24 Nov. 2014.

Beer Institute member companies have provided more than 300 grants over time to support on-campus programs to help educate college students about responsible drinking, and to discourage illegal and underage drinking. Grants are provided toward campus education programs in collaboration with groups like the National Collegiate Athletic Association and the National Social Norms Institute.

Underage drinking is a complex issue with layers of consideration. The Beer Institute and its members strongly believe in our collaborative contribution to the reduction of underage drinking. From the FTC review of our advertising and marketing self-regulation, to the parent resources created to incite family conversation about alcohol, brewers and beer importers have worked with stakeholders and communities over many years to make sure it is clear: The beer industry is at work to help prevent illegal and underage drinking.

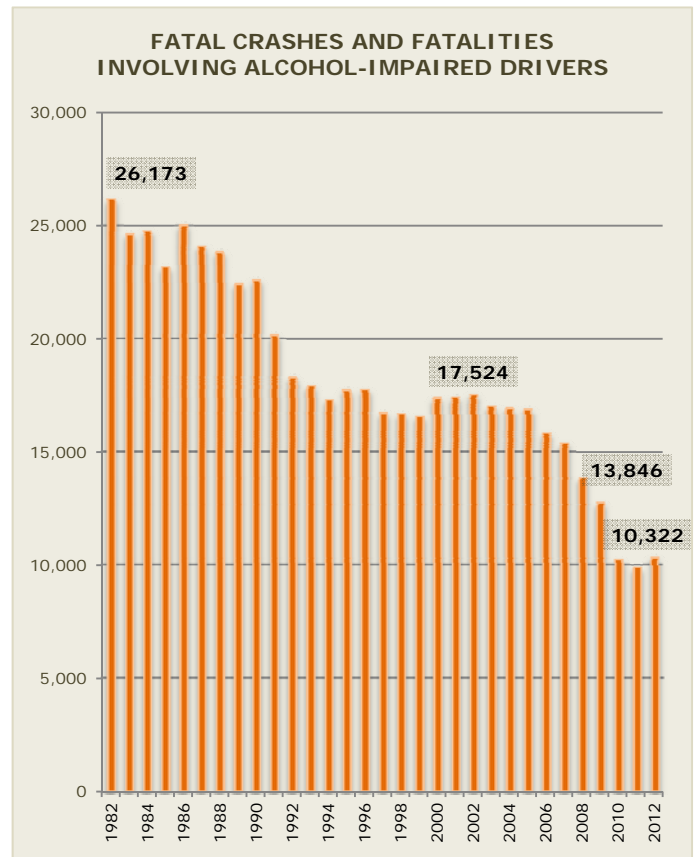
## PREVENTING DRUNK DRIVING

### *Our Contribution to Progress*

The U.S. Department of Transportation (DOT) reported 10,322 people losing their lives in drunk-driving crashes in 2012. This number is too high. There are positive trends showing that drunk-driving fatalities are declining. This decrease reflects the hard work of many organizations, including the Beer Institute and our member companies, which researched, educated, advocated, trained and communicated to prevent drunk driving.

The DOT reported a 51 percent decline in drunk-driving fatalities since 1982, and a 21 percent decline in the past five years.<sup>13</sup>

<sup>13</sup> 2012 National Highway Traffic Safety Administration, U.S. Department of Transportation, 2013. Drunk-driving fatalities represent the total number of fatalities (occupants and non-occupants) in motor vehicle traffic crashes involving a driver or motorcycle rider with a blood alcohol concentration of .08 or higher, Fatal Analysis Reporting System (FARS). <http://www-nrd.nhtsa.dot.gov/Pubs/811856.pdf>



The decline is promising, as reported numbers are in an environment with increases in vehicle miles traveled, registered vehicles and licensed drivers, as well as a growth in population. While these numbers reveal some improvement, the Beer Institute and its members believe that drunk driving is 100 percent preventable.

Eliminating drunk driving will require the implementation of a variety of efforts in tandem. No single countermeasure will successfully solve this issue. This paper focuses on five efforts in which the Beer Institute and its members have contributed to this reduction, efforts in which we reaffirm our commitment to continue our part in the work to help reduce drunk driving. These areas include:

- Public Service Advertising and Communications
- Promoting Alternatives to Driving
- Supporting Smart Policies

## **PUBLIC SERVICE ADVERTISING AND COMMUNICATIONS**

U.S. beer companies have created iconic and memorable advertising, with messages that people can recall for decades. The Monitoring the Future 2013 National Results report indicated that the role of public service advertising (not just industry PSAs) had an impact, stating, "We believe that the public service advertising campaigns in the 1980s against drunk driving, as well as those that urged use of designated drivers when drinking, contributed to the increase in perceived risk of binge drinking generally."<sup>14</sup>

The Beer Institute and its members have not just created iconic ads, but have placed and supported public service advertising on drunk driving in a diverse set of media. Some messages are brand-led, while others are company-led. Many campaigns are in collaboration with third-party stakeholders, such as law enforcement and public officials. One campaign currently running has had more than 462 million media impressions and survey results show that 83 percent were inspired to have a plan to get a safe ride home.

One such beer-industry-supported collaboration is led by the Ad Council. The case study on the Buzzed Driving Is Drunk Driving campaign has shown increased awareness, concern and behavioral changes. In 2013, 49 percent of adults 21 or older reported that they will always get a ride, take a taxi or use public transport rather than drive if they feel buzzed – a seven percentage point increase from 2005.<sup>15</sup> While the Ad Council cannot claim the campaign as the sole catalyst of these behaviors, it is likely that it played a role due to its vast reach and recognition among the target audience.

### **PROMOTING ALTERNATIVES TO DRIVING**

Beer Institute members have been supporting the use of designated drivers and safe-ride programs

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<sup>14</sup> Johnston, L. D., O'Malley, P. M., Miech, R. A., Bachman, J. G., & Schulenberg, J. E. (2014). Monitoring the Future national results on drug use: 1975-2013: Overview, Key Findings on Adolescent Drug Use. Ann Arbor: Institute for Social Research, The University of Michigan.

<sup>15</sup> "Buzzed Driving Prevention." *AdCouncil*. Ad Council, n.d. Web. 27 Nov. 2014.

for decades. The designated-driver message resonates with consumers. In one brewer-funded poll, more than 140 million American adults, or 63 percent of American adults have been or used a designated driver.

The National Highway Traffic Safety Administration (NHTSA) underscores the importance of designated drivers on its website, saying, "Designated Driver programs are a key component of a community-based comprehensive impaired driving prevention effort," and going on to say, "An important part of community-based Designated Driver program is the concept of 'Safe Ride.' These alternative methods of transportation provide people who have consumed alcohol with safe rides home."<sup>16</sup>

The long-standing safe-ride programs provided by Beer Institute member companies have provided millions of people free or discounted rides since the 1980s. These programs come in many forms, using taxicabs, car services, mass transit or even the option of having your car towed home. In 2013 alone, more than 865,000 safe rides home were provided through the support of Beer Institute members.

***In 2013 alone, more than 865,000 safe rides home were provided through Beer Institute member support.***

Additionally, the Beer Institute and its members support local coalitions like the Washington Regional Alcohol Program. The WRAP SoberRide program provides free or deeply discounted rides during key holidays around the Washington, D.C., region. Since 1993, SoberRide has provided more than 60,000 safe rides home. This is one local example of many supported by the beer industry; the numbers reported are in addition to the many provided through Beer Institute member programs.

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<sup>16</sup> "Designated Driver Safe Ride Program DOT HS 809 148." *Designated Driver Safe Ride Program DOT HS 809 148*. National Highway Traffic Safety Administration, Department of Transportation, n.d. Web. 27 Nov. 2014.

Alternatives are growing with technology: From 800 numbers to smartphone apps, Beer Institute members are using very accessible platforms to provide millions of consumers with transportation options.

## SUPPORTING SMART POLICIES

The Beer Institute and its members know that programs alone cannot solve the problem. Historically, the beer industry has supported initiatives such as high-visibility enforcement, administrative license revocation and graduated penalties for high-BAC or repeat offenders, graduated driver's licenses, zero tolerance for underage drivers, and DWI courts.

We strongly believe in these approaches and advocate for their use:

- **Administrative License Revocation** — Beer Institute members are in favor of administrative license suspension or revocation for all drivers arrested for DWI because there should be a swift and certain consequence for drunk drivers.
- **Swift and Escalated Penalties for High-BAC and Repeat Offenders** — We support the mandatory use of ignition interlocks for repeat offenders and for drivers convicted of drunk driving with a blood alcohol content (BAC) of .15 or higher, even for a first time offense. The research is clear: 70 percent of alcohol fatalities include one driver in the crash with a BAC of .15 or higher; the average among drunk drivers is .18.<sup>17</sup> Escalated penalties targeting these hard-core and repeat offenders will aim to address the best targets.
- **Judicial Discretion** — We support the use of judicial discretion when determining the suitability of interlocks for first-time offenders with a BAC in excess of the legal limit of .08.
- **High-Visibility Enforcement** — We support efforts such as saturation patrols together with other effective and constitutional means of apprehending drunk drivers.<sup>18,19</sup> Saturation

patrols involve a geographically concentrated enforcement effort, targeting high-volume areas to identify and arrest impaired drivers. The publicity surrounding such enforcement is also an effective tool to fight drunk driving and educate consumers about the importance of responsible behavior.

- **Increasing the Number of DWI Courts That Utilize the National Center for DWI Courts' 10 Guiding Principles** — We favor the use of DWI courts because they have proven effective at reducing repeat offenses.<sup>20</sup> Judges and prosecutors in DWI courts are trained to understand the needs of chronic offenders and to utilize sentencing alternatives that combine strict monitoring of sobriety with treatment and rehabilitation. This approach is addressing and combating the causes of drunk driving and has proven reductions in recidivism.

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(Report No. DOT HS 811 727). Washington, DC: National Highway Traffic Safety Administration.

<sup>19</sup> "Battling DUI: A Comparative Analysis of Checkpoints and Saturation Patrols." *FBI Law Enforcement Bulletin* 72 (Jan. 2003): 1-6. Print. <http://leb.fbi.gov/2003-pdfs/leb-january-2003>

<sup>20</sup> Belenko, Steven R., "Research on Drug Courts: A Critical Review," The National Center on Addiction and Substance Abuse, Columbia University (1998) (The Brewers' Code of Practice, 1946) (John Dunham & Associates, 2012)

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<sup>17</sup> NHTSA 2012 Traffic Safety Facts publication DOT HS 811 654

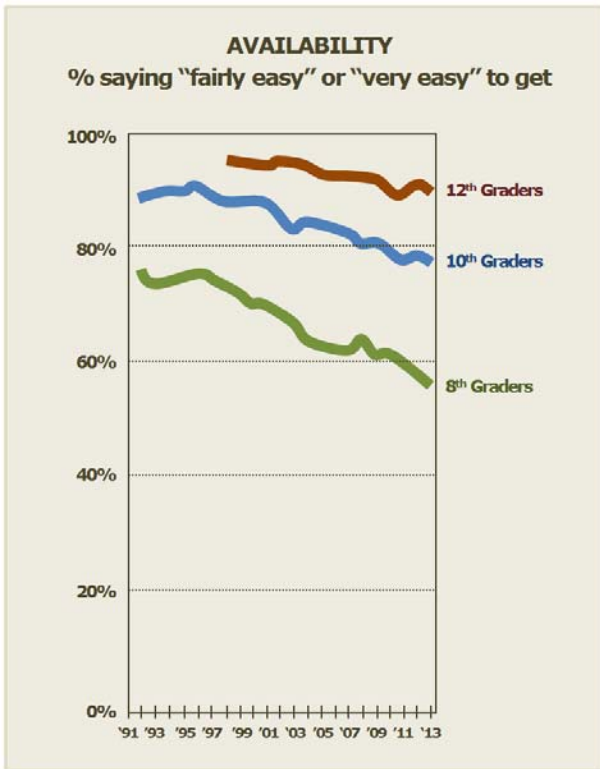
<sup>18</sup> Goodwin, A., Kirley, B., Sandt, L., Hall, W., Thomas, L., O'Brien, N., & Summerlin, D. (2013, April). Countermeasures that work: A highway safety countermeasures guide for State Highway Safety Offices. 7th edition.



# RESPONSIBLE RETAILING

## Our Contribution to Progress

The Beer Institute and its members work with many partners to encourage responsible retailing. The responsible sales and service of alcohol is imperative to a safe and healthy community. Responsible retailing includes preventing underage sales and encouraging responsible retail environments.



In 2013 the Monitoring the Future study showed that the perceived availability of alcohol has seen substantial declines since 1996 for the eight- and 10th-grade levels, while 12th-graders have seen only modest declines, with 90 percent of 12th-graders saying it is fairly easy to get alcohol.

### Where Underage Drinkers Not Paying for Alcohol Obtain It (72%)

- Person of legal drinking age (44.5%)
- Another underage person (14%)
- Taking it from their own or someone else's home (7.1%)

### Where Underage Drinkers Paying for Alcohol Obtain It (28%)

- Gave money to someone else to purchase it (20.4%)
- Purchased it themselves (7.6%)

The research goes as far as to say, "Overall, states, communities and parents have been successful in reducing access to alcohol among younger teens."

The 2012 National Survey on Drug Use and Health (NSDUH) further dissects the issue, identifying that 72 percent of underage drinkers did not pay for the alcohol they drank, and most obtained alcohol from legal drinking age adults.

This research reinforces two points:

- The industry-created parent resources are addressing a large percentage of underage access.
- Supporting responsible retailing is still needed.

Brewers and beer importers have worked for years with the Responsible Retailing Forum (RRF), which brings together state alcohol regulators, law enforcement, attorneys general, public health agencies and advocates, and retailers and their associations, distributors and suppliers.

The work goes well beyond the critical moment of purchase to include a broad view of practices that can create the right environment for responsible retailing. In 2000, the Center for Substance Abuse Prevention (CSAP), an agency within the Substance Abuse and Mental Health Services Administration (SAMHSA), released a report on underage drinking prevention. That Report on Best Practices for Responsible Retailing ("CSAP report") provides a broad view of ideas around employee hiring, training, managerial systems and public/private collaboration.

Members of the Beer Institute were a central part of translating the CSAP Report into operational guidelines when the RRF released the Best Practices for On-Premise Alcohol Beverage Establishments in 2008. Beer Institute members continue to work with retailers to implement RRF-identified best practices; one project improved retailer compliance to 90 percent in just three months.<sup>21</sup>

<sup>21</sup> "Best Practices for On-Premise Alcohol Beverage Establishments." *Responsible Retailing Forum*. Responsible Retailing Forum, n.d. Web. 27 Nov. 2014.

RRF collaboration outlines just one example of the beer industry's interest and willingness to work with stakeholders to help promote responsible retailing for alcohol.

Alcohol server training for retailers is also a well-established practice to promote responsible alcohol sales and to help reduce illegal and underage alcohol sales, and is one the Beer Institute and its members have supported since the 1980s. The beer industry has worked with providers such as Training for Intervention ProcedureS (TIPS) to create a cadre of professionals offering retail staff training on everything from legal signage to proper ID checking.

***Server Training Programs, like TIPS or ServSafe Alcohol, provide instruction on safe and legal sale and service of alcohol.***

These programs are important to work through the reality of serving alcohol and discussing practical solutions. For example, we encourage consumers to Know Your Drink. The Know Your Drink platform and graphic are powerful tools to help consumers understand the differences between beer, wine and hard liquor – how they are made, served and consumed. The research behind Know Your Drink demonstrates the wide variety in alcohol content from one drink to another, and helps inform those who choose to moderate their consumption.

Beer Institute members also work closely with the Techniques for Effective Alcohol Management (TEAM) Coalition, an alliance to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

TEAM works with all the major sports organizations, government agencies, large venues and arenas, and nonprofit organizations to offer training and venue management with an aim toward responsible fan management. Training goes beyond just servers; all employees work together to provide a safe experience for fans.

With support from brewers and beer importers, TEAM also provides programs for consumers, including the popular designated driver effort called Responsibility Has Its Rewards. TEAM's efforts combined with the Beer Institute member company's designated driver and safe ride fan activations, work together to create a positive pre, during and post game atmosphere. The 'Responsibility' during the season is 'Rewarded' at the end of season with a registered designated driver can win tickets to the biggest games in sports.

Between training and fan activation, there have been positive results. In research conducted in two waves between 2005 and 2007, TEAM found that the percentage of fans that said they would not drink increased 4 percentage points to 53 percent.<sup>22</sup>

<sup>22</sup> "Techniques for Effective Alcohol Management." *Techniques for Effective Alcohol Management*. TEAM Coalition, n.d. Web. 26 Nov. 2014.

## CONCLUSION

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Americans enjoy beer, making it welcome to almost every occasion. The vast majority of consumption is at dinner tables, neighborhood gatherings and celebrations. Beer makes up half of the U.S. alcohol beverage market, with beer taking top spot as the preferred choice of alcohol beverage – over wine and hard liquor – according to a July 2014 Gallup survey.<sup>23</sup> More than 80 percent of all beer is sold in a 12-ounce can or bottle, and more than 73 percent of all beer is light beer, with an average Alcohol By Volume (ABV) of 4.2 percent.<sup>24</sup> The uniformity of beer's serving size and its low alcohol content makes it easier for people who choose to moderate their consumption.

"Alcohol is tightly woven into the fabric of American society. Most adults who consume alcohol drink moderately and responsibly without complications," says Vivian Faden, the director of the Office of Science Policy and Communications at NIAAA.<sup>25</sup>

However, there are certain populations for whom alcohol needs limitations, such as drivers and those under the legal drinking age. The Beer Institute and its members take their role in addressing these situations very seriously. For decades, we have strived to be an industry that tackles the tough issues around responsibility. While this paper certainly doesn't cover all of the work done in these four responsibility focus areas, it does offer a good overview of the contribution, stakeholder engagement and impact the industry has made.



The Beer Institute welcomes feedback, engagement and communication on the industry's Commitment to Responsibility. We also believe strongly in the mission of the Beer Institute to work with local, state and federal government to construct smart, pragmatic policies and regulations that deliver progress.

Find out more information about the efforts of the Beer Institute, its member companies and our industry's Commitment to Responsibility at [BeerInstitute.org](http://BeerInstitute.org).

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<sup>23</sup> Gallup poll released July 23, 2014, "Beer Is Americans' Adult Beverage of Choice This Year," <http://www.gallup.com/poll/174074/beer-americans-adult-beverage-choice-year.aspx>

<sup>24</sup> "The Brewer's Almanac." *Beer Institute*. The Beer Institute, 2013. Web. 27 Nov. 2014.

<sup>25</sup> Vivian Faden, Ph.D., Director, Office of Science Policy and Communications, NIAAA, Underage Drinking: Understanding and Impacting the Landscape (Mar. 7, 2013) (webinar presentation).

## LINKS AND RESOURCES

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Anheuser-Busch

[www.Anheuser-Busch.com](http://www.Anheuser-Busch.com)

MillerCoors

[www.MillerCoors.com](http://www.MillerCoors.com)

Constellation Brands Beer Division

[www.CBrands.com/our-brands/beer](http://www.CBrands.com/our-brands/beer)

HEINEKEN USA

[www.HeinekenUSA.com](http://www.HeinekenUSA.com)

Ad Council

[www.AdCouncil.org](http://www.AdCouncil.org)

Federal Trade Commission

[www.FTC.gov](http://www.FTC.gov)

Monitoring the Future

[www.MonitoringTheFuture.org](http://www.MonitoringTheFuture.org)

National Center for DWI Courts

[www.DWICourts.org](http://www.DWICourts.org)

National Highway Traffic Safety Administration

[www.NHTSA.gov](http://www.NHTSA.gov)

National Institute on Alcohol Abuse and Alcoholism

[www.NIAAA.NIH.gov](http://www.NIAAA.NIH.gov)

Responsible Retailing Forum

[www.RRForum.org](http://www.RRForum.org)

Substance Abuse and Mental Health Services Administration

[www.Samhsa.gov](http://www.Samhsa.gov)

Techniques for Effective Alcohol Management (TEAM) Coalition

[www.TeamCoalition.org](http://www.TeamCoalition.org)

Training for Intervention Procedures (TIPS)

[www.GetTips.com](http://www.GetTips.com)

United States Department of Health and Human Services

[www.HHS.gov](http://www.HHS.gov)

United States Department of Transportation

[www.DOT.gov](http://www.DOT.gov)

Washington Regional Alcohol Program

[www.WRAP.org](http://www.WRAP.org)

We Don't Serve Teens

[www.DontServeTeens.gov](http://www.DontServeTeens.gov)

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5. FTC Self-Regulation in the Alcohol Industry, March 2014
6. FTC Self Regulation in the Alcohol Industry, March 2014
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