

Nile Breweries promotes Smart Drinking

Kampala, 28 September, 2018: Nile Breweries Limited (NBL), a subsidiary of AB InBev, is holding a sensitisation fair at Kyadondo Rugby Club, to mark the Global Beer Responsible Day (GBRD).

This annual and global celebration, part of a bigger campaign #BeSmartDrinkSmart, is dedicated to promoting Smart Drinking; which is responsible enjoyment of our beers by consumers as a culture.

As a company, we aspire for a healthier world where every experience with beer is a positive one and target at reducing the harmful use of alcohol by at least 10% by 2025 as per UN SDG goals.

“We aim to lead the industry in contributing to the reduction of the harmful use of alcohol through our Global Smart Drinking Goals and the initiatives we undertake to support them,” said Thomas Kamphuis, the NBL Country Director Uganda & South Sudan.

“We have an incredible opportunity to promote a culture of smart drinking in Uganda by leading by example and sharing our knowledge with others,” he added.

The theme this year, “PASS IT ON”, focuses on the actions we can all take every day to bring this belief closer to reality through our Smart Drinking Beliefs and Global Smart Drinking Goals.

“By living these beliefs both in our work, and in our lives outside our jobs we can have a positive impact on individuals and communities around the world,” said Onapito Ekomoloit, the Legal and Corporate Affairs Director NBL.

“Not only are we interested in selling alcohol to patrons but we would also like to take part in showing them methods on how to drink responsibly,” he added.

This Smart Drinking campaign underscores Nile Breweries commitment to a Better World, where our products bring happiness and good health to consumers. NBL has committed up to Shs185 Million to the campaign. It will carry on beyond GBRD through different channels such as media and in bar activations until December and involve our employees, partners, consumers and the general public.

This is only possible through collaborative efforts with all our stakeholders; particularly retailers, government and non-government actors. “We are concerned about the deadly act of drinking under the influence as it endangers the driver and third parties. Designated drivers are therefore part of the campaign to provide practical solutions to the vice,” says Daniel Nsumba, Founder Designated Drivers one of the partners in the campaign.

“Customers should expect us to provide the most reliable and safest way to get home. We are here to serve,” he added. The other partner, Rwenzori Water Limited will be providing free water to customers during the campaign.

DIRECTORS

Roberto Jarrin (Ecuador), Thomas Kamphuis (Netherlands), Onapito-Ekomoloit (Uganda)

Our 9 Beliefs

1. **We believe** that harmful consumption of alcohol is bad for our consumers, our colleagues, our families, our communities, and our business.....**And that means**, we take seriously our responsibility to help reduce and prevent the harmful use of alcohol across the world.
2. **We believe** in and share the WHO and UN Sustainable Development Goals' ambition to reduce the harmful use of alcohol by 10% by 2025..... **And that means**, we have set ambitious Global Smart Drinking Goals for ourselves.
3. **We believe** in evidence-based solutions and that independent measurement and evaluation are key to progress...**And that means**, the AB InBev Foundation is promoting evidence-based approaches through the public health experts and independent evaluators they are working with, who will have full autonomy as they publish their results in reputable journals.
4. **We believe** that providing consumers with high-quality No- and Low-Alcohol beers (NABLAB) can play an important role in reducing harmful consumption...**And that means**we are developing a NABLAB marketing strategy that will give consumers choices and support better patterns of alcohol consumption.
5. **We believe** when you drive you should never drink...**And that means**, we fully support all targeted legislation and enforcement measures that have been shown to reduce impaired driving, including strict mandatory BAC limits in every country.
6. **We believe** in helping consumers understand why and how alcohol should be consumed within limits...**And that means**, we are working with partners to develop and implement evidence-based means of increasing alcohol literacy among consumers.
7. **We believe** the way we market our products matters and must be responsible...**And that means**, we work hard to ensure our marketing does not target underage consumers, reflects good taste and decency, and does not idealize harmful alcohol consumption or behaviors.

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8. **We believe** that our products are not to be consumed by under-aged drinkers..... **And that means**, we promote, support and implement programs, public policies and campaigns to prevent, discourage, and reduce underage drinking.
9. **We believe** there is more work to do and that we don't have all the answers..... **And that means**, we collaborate with public health experts, governments and other partners who are willing to work with us, and listen to those with ideas for how we can accelerate or improve our progress.

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