

## **Nile Breweries launches Smart Drinking**

**Kampala, 6 September, 2018:** Nile Breweries Limited (NBL) launched a campaign, “Be Smart, Drink Smart,” to promote a culture of responsible drinking and reduce the harmful use of alcohol.

“ ‘Smart Drinking’ focuses on creating positive social norms around drinking that become integral to societal behaviour,” said Thomas Kamphuis, the NBL Country Director Uganda & South Sudan.

“It will take the form of an in-bar campaign because we believe retailers are central to its success,” he added.

The Campaign will specifically focus on no drinking by underage persons, pregnant women or those intending to drive after a drink and discouraging intoxicating practices, such as binge drinking.

“This campaign underscores Nile Breweries commitment to a Better World, where our products bring happiness and good health to consumers,” said Onapito Ekomoloit, the Legal and Corporate Affairs Director NBL.

“This is only possible through collaborative efforts with all our stakeholders; particularly retailers, government and non-government actors,” Onapito said.

“Our commercial teams will progressively roll this initiative throughout the country driven by our brands,” he said.

David Eppa, Food and Beverage Manager at Fame Lounge and Restaurant, Kololo, where the launch took place, said the campaign would empower bar owners to guide their clients on responsible drinking.

“We are excited to be part of the campaign because we value our patrons and want them to live longer,” Eppa said.

“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.

NBL has committed up to Shs185 Million to the campaign that aims at reducing the harmful use of alcohol by at least 10%.

From the period of September to December, 2018, the campaign will cover more than 100 bars in various parts of Uganda.

### **Be Smart, Drink Smart** In Summary

*With the aim to trigger a smart drinking mind-set and behavior but in a fun way, activations will engage consumers in bars using exciting ways. Each bar will have a smart drinking corner, where consumers can test their alcohol levels; learn more about drinking responsibly, and partner with sober drivers. There will also be a smart drinking hour in the selected bars where everyone in the bar will be served bottled water free. Through awareness creation and training, the participating bars are expected to carry on the culture of smart drinking. The most compliant bars will win product prizes.*

**ENDS**

#### **DIRECTORS**

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