

## NILE BREWERIES PROMOTES SMART DRINKING

**September 18<sup>th</sup> Kampala:** Nile Breweries Limited (NBL), a subsidiary of AB InBev, today marked the Global Beer Responsible Day by spot lighting Smart Drinking and responsible enjoyment of beers among our consumers, employees, partners and the general public.

“While we are waiting for our favourite bars, clubs and kafundas to re-open, we want to remind people that if they choose to enjoy our quality beers at home, it’s important to keep within the responsible drinking guidelines,” says Thomas Kamphuis, Managing Director NBL. “We are passionate about brewing great quality beers and want every experience with beer to be a positive one,” he added.

Kamphuis emphasized that NBL believes that harmful use of alcohol is bad not only for its consumers, colleagues, families and communities, but also for their business. NBL therefore aims to lead the industry in contributing to the reduction of the harmful use of alcohol. Started in 2010, 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.

According to Onapito Ekomoloit, Legal and Corporate Affairs Director , the term Smart Drinking represents more than encouraging responsibility, NBL’s ambitions is for consumers to become more educated, have more choices, and shift their social norms and behaviours so that all experiences with beer can be positive.

“ We aim to trigger a smart drinking mind-set and behaviour and do this through a set of programmes and initiatives for instance, in bars activations, awareness campaigns in traditional media and social media, social behavioral change campaigns such as No Excuse for sexual harassment, road safety programs among others,” says Onapito.

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

NBL established it’s Global Smart Drinking Goals in December 2015 to contribute to the World Health Organization’s target of reducing the harmful use of alcohol by at least 10% in every country by 2025 and the United Nations Sustainable Development Goal of strengthening the prevention of harmful use of alcohol globally.

This year’s theme for GBRD is “Let’s champion smart drinking”. So we are calling upon all to be champions of Smart Drinking through their actions in both their personal and professional lives and encourage others too. The public is urged to discourage underage drinking, alcohol consumption by pregnant women or drink driving and discouraging intoxicating practices, such as binge drinking.

### **DIRECTORS**

Phil Redman (British), Thomas Kamphuis (Netherlands), Onapito-Ekomoloit (Uganda)

Over the last couple of months, consumption models have become home based and we have embraced virtual interactions. GBRD celebrations will thus focus on encouraging responsible drinking at home via our online platforms. We started this during the Club Beatz at Home concert last Saturday.

We shall also donate water to our customers at selected outlets that are authorized to sell alcohol. For every five bottles bought, customers will get 3 free bottles of water as an encouragement for them to space their alcohol with water which is one of the ways to drink responsibly.

Our own NBL staff has a unique role to play in driving Smart Drinking, and every year on Global Beer Responsible Day they reaffirm their commitment towards the cause beyond our company walls and out into the communities where they live and work. This year it will happen on different online platforms.

Smart Drinking is a way of life for NBL

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