



**SANTA CAROLINA**

CHILE 1875

# ALCOHOL POLICY

## **1. RESPONSIBLE ALCOHOL CONSUMPTION**

In line with its ethical and sustainable development principles and given its social role, "Carolina Wine Brands" seeks constantly to meet the needs and well-being of its customers by promoting responsible consumption of alcohol.

Aware of the role wine plays in people's diet, gastronomy and social habits, CWB is committed to encouraging sensible and responsible consumption of alcohol.

The purpose of this alcohol policy is to guide our corporate marketing, advertising, business communications, sales and other activities, while fostering responsible drinking and a healthy lifestyle among its customers.

## **2. WHO DOES THIS POLICY APPLY TO?**

This alcohol policy is aimed to contribute positively to the well-being of all company employees, officers, directors, customers and the society in general by seeing alcohol consumption as a source of pleasure and social enjoyment associated to a healthy lifestyle.

## **3. COMPLIANCE WITH APPLICABLE LAWS**

CWB must comply with the applicable laws of all the countries of destination of its products, regarding both the products themselves and the processes through which such products are produced and marketed. In addition, CWB applies controls according to the restrictions existing in some countries regarding direct and indirect advertising of alcoholic beverages.

## **4. LIFESTYLE AND ALCOHOL CONSUMPTION**

CWB must promote moderate and responsible consumption of alcohol in accordance with the World Health Organization's recommendations and the health benefits that sensible consumption of wine brings. Conversely, CWB disapproves underage drinking and discourages alcohol consumption among pregnant women or at-risk consumers due to health disorders.

### a) SOME BENEFITS OF MODERATE ALCOHOL CONSUMPTION

Consumption of moderate amounts of alcoholic beverages reduces the risk of heart disorders and may reduce the risk of dementia due to vascular problems. There is some evidence that people who consume small amounts of alcohol have, in general, higher bone mass than those who don't. (WHO, 2008)

### b) RISKS ASSOCIATED TO EXCESSIVE CONSUMPTION OF ALCOHOLIC BEVERAGES

Alcohol abuse is associated to over 60 different diseases and injuries, including mental and behavioral disorders, gastrointestinal conditions, cancer, immune disorders, skeletal diseases, reproductive disorders and congenital defects. Alcohol increases the risk of these diseases depending on the amount of alcohol consumed, i.e., the higher the alcohol consumption, the greater the risks. (WHO, 2008)

([http://www.who.int/substance\\_abuse/publications/alcohol\\_atencion\\_primaria.pdf](http://www.who.int/substance_abuse/publications/alcohol_atencion_primaria.pdf))



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### c) WINE CONSUMPTION RECOMMENDATION

According to the WHO, the recommended limit for daily consumption is 20 grams of alcohol for up to 5 days a week (WHO, 2014), which is equivalent to two 100 ml glasses with an alcohol content of 13% vol.

### 5. WHEN IS ALCOHOL CONSUMPTION NOT RECOMMENDED

- Underage drinking should be discouraged. The legal drinking age is set by each country.
- Pregnant or nursing women should refrain from drinking alcohol due to the risks of permanent developmental damage to the baby.
- Former alcoholics or people who cannot control alcohol intake should not drink.
- People performing activities like driving should also refrain from drinking because alcohol can impair the functions of the central nervous system.

### 6. DELIVERY OF INFORMATION

The information provided to customers and consumers must be clear enough to support informed decisions on the benefits and potential problems of alcohol consumption and so that it does not cause any likelihood of confusion of any sort regarding its nature and content.

The information delivered must address:

#### a) ALCOHOL ABUSE

Communications should not encourage or tolerate abuse or irresponsible consumption of wine or fear of or negative feelings towards drinking.

No situations of excessive or inappropriate consumption of alcohol or violent, aggressive or dangerous behaviors should be shown.

#### B) YOUTH AND PREGNANT WOMEN

Marketing communications (advertising, events, promotions and activities) should target consumers of legal drinking age and should not portray underage drinkers or pregnant women positively inclined towards drinking during pregnancy or target youth or pregnant women.

#### c) DRINKING AND DRIVING/OPERATING MACHINERY

The information provided discourages drinking and driving and does not associate consumption of wine to driving or operating any motor vehicle, tool or machinery as alcohol reduces a person's ability to perform these skills.

#### d) WORKPLACE

No company communication should associate alcohol to work activities within or outside company locations.

#### e) PSYCHOSOCIAL ASPECTS, WORK PERFORMANCE AND SOCIAL SUCCESS

The information disseminated through advertising, promotional events or activities should not advance the association between alcohol and a disinhibited behavior, positive socializing or increased mental ability or physical capacity. Neither should wine consumption be associated to social success and/or acceptance, or abstinence to personal or work failure.



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f) **WINE TASTINGS AND CUSTOMERS**

During visits to the winery, sales or other events involving wine tastings, the ID of all visitors/participants must be checked for compliance with the legal drinking age.

Efforts should be made to identify and avoid serving alcohol to risk group individuals (pregnant or nursing women, intoxicated people, etc.), to strengthen the 'not drinking and driving' message and to promote the designated driver practice.

**7. RESPONSIBLE CONSUMER**

A responsible consumer is an individual of legal drinking age, who drinks sensibly and is aware of the negative effects of alcohol abuse, who does not drink and drive, who combines alcohol with food or another non-alcoholic beverage, who knows when to stop drinking and if a woman, who does not drink when pregnant.

**Santiago Larrain Cruzat**  
Gerente General