IARD
INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING

New global alliance formed to promote the responsible sale and delivery of alcohol online

Groundbreaking partnership between leading beer, wine, and spirits producers, online retailers, and e-commerce and delivery platforms to establish robust global standards for the online sale and delivery of alcohol beverages.

Today, we are announcing a unique new partnership between the 12 leading global beer, wine, and spirits companies that form the International Alliance for Responsible Drinking (IARD) and 12 prominent global and regional online retailers, and e-commerce and delivery platforms, who operate across six continents.

This marks a world-first coalition to develop and enhance safeguards to prevent the online sale and delivery of alcohol to minors and reduce harmful drinking among adults.

The COVID-19 global pandemic has accelerated trends for online sale of alcohol, which was forecast to grow by over 40% in 2020*. As stewards of some of the world's most known brands, we are united in our determination to both set and live up to the highest standards of responsible business practices for our sectors and customers.

By working together, leveraging the innovative and pioneering mindsets that drive our companies, we can build on safeguards already in place and set robust responsibility standards across the board.

Through our joint efforts, we can forge more meaningful outcomes at scale across the whole supply chain, our wider sectors, and multiple jurisdictions.

Specifically, we will develop global standards of responsibility that:

- Enhance safeguards and security measures so minors are unable to buy alcohol beverages online
- Put in place mechanisms to prevent beer, wine, and spirits being delivered to minors or to individuals showing visible signs of intoxication
- Promote global standards as a resource to support the development of national in-country codes and practices for the online sale and delivery of alcohol that build on local and national regulation

Together we believe we can raise standards and share new solutions to improve outcomes across all markets, and we invite others to join us in these efforts.

**IWSR: The value of e-commerce in 10 core countries (Australia, Brazil, China, France, Germany, Italy, Japan, Spain, U.K., U.S.) is forecast to grow by over 40% in 2020, to reach US$17bn. However, Euromonitor's "Alcoholic Drinks: Quarterly Statement Q4 2020" indicates that total global alcohol sales for 2020 are expected to be lower than in 2019 (a good proxy for overall consumption).*

DRIZLY — Cory Rellas
ENDEAVOUR DRINKS — Stephen Donohue
Glovo — Oscar Pierre
Grab — Anthony Tan
HIPBAR — Prasanna Natarajan
JD.COM — Carol Fung
JUMIA — Jeremy Hodara
mercado libre — Germán Spataro
MINIBAR — Lindsey Andrews
RASG Retail of Alcohol Standards Group — Miles Beale
ReserveBar — Lindsay Held
Uber Eats — Pierre Dimitri Gore-Coty
AB InBev — Carlos Brito
Asahi — Akiyoshi Koji
BACARDI LIMITED — Mahesh Madhavan
Beam Suntory — Albert Baladi
BROWN-FORMAN — Lawson Whiting
Carlsberg Group — Cees 't Hart
DIAGEO — Ivan Menezes
HEINEKEN — Dolf van den Brink
KIRIN — Yoshinori Isozaki
MOLSON COORS beverage company — Gavin Hattersley
Pernod Ricard — Alexandre Ricard
WILLIAM GRANT & SONS — Glenn Gordon

The members of the Retail of Alcohol Standards Group (RASG) are U.K. retailers including the Association of Convenience Stores (ACS), Aldi, Asda, Community Alcohol Partnerships (CAP), Co-op Food, Home Bargains, Laithwaite's Wine, Lidl, Marks & Spencer, Morrisons, One Stop, Sainsbury's, SPAR, Tesco, Virgin Wines, Waitrose, The Wine Society, and the Wine and Spirit Trade Association (WSTA).

The **International Alliance for Responsible Drinking** (IARD) is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting understanding of responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol.

IARD's twelve member companies are commercially active in more than 100 countries. They contribute to sustainable growth and embrace a "whole of society" approach to improving health. They are determined to make a real difference and acknowledge that the development and implementation of programs will be more effective as part of a multi-stakeholder approach, coordinated wwith the work of WHO and other UN agencies.

Drizly is the largest online marketplace for alcohol in North America. We partner with thousands of retailers in more than 1,400 cities to empower them to grow their businesses and make our customers' good times better. Drizly is available to 100M+ customers and counting across the U.S. and Canada, offering a rich e-commerce shopping experience with personalized content, competitive and transparent pricing, and an unrivalled selection.

Endeavour Group is Australia's leading drinks and hospitality business. The Group employs 36,000 team members across its retail brands BWS, Dan Murphy's, Cellarmasters, Langton's, Shorty's and Jimmy Brings; its production and distribution arm Pinnacle Drinks; and its hotel business ALH.

Glovo is a pioneering multi-category delivery app and one of the world's leading delivery platforms. Through the app, users can buy, collect and send any product within their city at any time. The company has more than 2.5 million monthly active users, over 25,000 associated partners world-wide and operates in 576 cities across 22 countries, including EEMEA, LATAM, and Sub-Saharan Africa.

Grab is the leading everyday super app in Southeast Asia, providing everyday services that matter most to consumers. Today, the Grab app has been downloaded onto over 205 million mobile devices, giving users access to over 9 million drivers, merchants and agents. Grab offers the widest range of on-demand transport services in the region, in addition to food, package delivery, digital payments and financial services, across 394 cities in eight Southeast Asian countries.

HipBar is India's first Home Delivery App exclusively for alcoholic beverages. The company was founded in 2015 by industry insiders with the desire to lead the digital transformation of the beverage alcohol industry, and help India drink wiser through technology.

HipBar successfully operated the first government approved Home Delivery Pilot in 2017 in Bengaluru, where it developed protocols for a robust home delivery system that automated compliance at scale.

The HipBar Wallet service is operational in 25+ cities and its home delivery service is offered in 4 Indian cities.

JD.com is a leading technology driven e-commerce company transforming to become the leading supply chain-based technology and service provider. The company's cutting-edge retail infrastructure seeks to enable consumers to buy whatever they want, whenever and wherever they want it. The company has opened its technology and infrastructure to partners, brands and other sectors, as part of its Retail as a Service offering to help drive productivity and innovation across a range of industries. JD.com is the largest retailer in China, a member of the NASDAQ100 and a Fortune Global 500 company.

Jumia is a leading e-commerce platform in Africa. It is built around a marketplace, Jumia Logistics, and JumiaPay. The marketplace helps millions of consumers and sellers to connect and transact. Jumia Logistics enables the delivery of millions of packages through our network of local partners. JumiaPay facilitates the payments of online transactions for Jumia's ecosystem. With over 1 billion people and 500 million internet users in Africa, Jumia believes that e-commerce is making people's lives easier by helping them shop and pay for millions of products at the best prices wherever they live. E-commerce is also creating new opportunities for SMEs to grow, and job opportunities for a new generation to thrive.

Minibar Delivery is the leading marketplace for on-demand delivery of wine, beer, liquor, mixers and more. We give users a better way to shop; connecting them with local liquor stores to offer the best selection of products and a personalized experience. Founded in New York in 2014, Minibar Delivery has quickly grown to serve more than 150 cities across the U.S with on-demand delivery, and more than 41 states with shipping.

Founded in 1999, **Mercado Libre** is Latin America's leading e-commerce technology company. Through its primary platforms, Mercado Libre.com and Mercado Pago.com, it provides solutions to individuals and companies buying, selling, advertising, and paying for goods and services online.

Mercado Libre.com serves millions of users and creates a market for a wide variety of goods and services in an easy, safe and efficient way. The site is among the top 30 in the world in terms of page views and is the leading retail platform in unique visitors in the major countries in which it operates according to metrics provided by comScore Networks. The Company is listed on NASDAQ (Nasdaq: MELI) following its initial public offering in 2007.

The **Retail of Alcohol Standards Group** is a panel of UK retailers committed to promoting the responsible retail of alcohol both in-store and on-line. We work with, and draw on the expertise of government, local government representatives, industry bodies, trade associations and other interested parties. We keep abreast of current legal requirements, trends and changes in order to offer practical advice and develop guidance and best practice to aid operational compliance.

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ReserveBar offers the best of premium, reserve spirits, luxury champagne and fine wine as the perfect gift for any holiday, occasion or celebration. Faced with the need to send a gift of several bottles of premium vodka to a college friend, who lived across the country, the founders were frustrated to learn that no website existed that was devoted exclusively to gifting of spirits, wine and champagne that offered easy ordering; upscale gift packaging; and fast and reliable delivery.

Uber Eats is an on-demand platform and website that helps bring millions of people around the world the things they want, at the tap of a button. We partner with over 500,000 restaurants and merchants in more than 6,000 cities across six continents. From specialty local favorites to national brand names, groceries to household essentials and more, Uber Eats has what you want when you want it—with an average global delivery time of 30 minutes.