



Matured to be Enjoyed Responsibly

Sixth Edition | 2026



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Foreword

“Scotch Whisky is a premium product crafted over many years and enjoyed responsibly by millions of people around the world. When consumed in moderation Scotch Whisky and other types of alcohol can play an important, positive role in society contributing to both social connection and cultural life.

However, we know that all alcoholic drinks, including Scotch, carry risks if consumed irresponsibly and can negatively impact individuals, families and communities. The Scotch Whisky industry, therefore, takes seriously its role and commitment to promoting responsible consumption and tackling harmful drinking. This report gives a snapshot of the activities undertaken by both the Scotch Whisky Association and our member companies to deliver on that commitment.

I encourage you to dip into the report to find out more what our industry does. Whether that be action to provide consumer information and education or how we endeavour to ensure the responsible marketing and promotion of our brands. As well as the work we do in partnership with a range of different organisations to deliver interventions and innovative ways to tackle harmful drinking.”

Mark Kent CMG
Chief Executive
The Scotch Whisky Association

“**The Scotch Whisky industry, therefore, takes seriously its role and commitment to promoting responsible consumption and tackling harmful drinking.**”

Introduction

In this Sixth edition of 'Matured to be Enjoyed Responsibly', we provide an update on the range of initiatives the Scotch Whisky Association and its members undertake to promote responsible attitudes to alcohol and reduce harmful drinking.

“Alcohol has a legitimate place in society. For many adults in many cultures, enjoying a Scotch Whisky, beer, or wine is an important part of their social lives.”

The Scotch Whisky industry recognises the complexity of the issues around tackling harmful drinking. Our industry has been around for over 500 years and has brought significant benefits to Scotland and the UK. We want the Scotch Whisky industry to be around for another 500 years. The long-term sustainability of our industry is based on consumers' responsible enjoyment of our brands.

Scotch Whisky is a premium product made by longstanding traditional processes that underpin its reputation for high quality. As a drink that takes many years to mature, Scotch Whisky should be savoured and enjoyed in moderation. Distillers want to maximise consumer enjoyment of their brands, while minimising harm from irresponsible drinking.

Alcohol has a legitimate place in society. For many adults in many cultures, enjoying a Scotch Whisky, beer, or wine is an important part of their social lives. Many lifestyle choices carry potential risks and benefits. While some people choose not to drink, health authorities in many countries have developed national drinking guidelines to provide guidance on moderate consumption for those that do choose to drink alcohol.

We believe that for adults of legal purchase age, moderate alcohol consumption can be part of a balanced lifestyle.

The balance of scientific and peer-reviewed studies shows that adults who drink in moderation live at least as long as those who do not drink at all^{1,2}. However, studies have also found that heavy drinking has been associated with a number of illnesses, including liver disease, high blood pressure, and an increased risk of certain types of cancer. Studies have

¹ NASEM (2025). Review of evidence on alcohol and health.

² IARD (2025). Meta-analyses on alcohol consumption and all-cause mortality, 2000-2025.

reported an association between light and moderate alcohol consumption and an increased risk of breast cancer.

Therefore, for adults who do choose to drink, it is important to do so in moderation, never drive while intoxicated, and never drink during pregnancy. If you have specific questions about your own drinking, we encourage you to consult your healthcare professionals. Together, you can determine what is best, based on individual risk factors, including family history, genetics, and lifestyle. For some people, the better choice may be to not drink at all.

The Scotch Whisky industry is committed to promoting moderate consumption and encouraging responsible choices about alcohol.

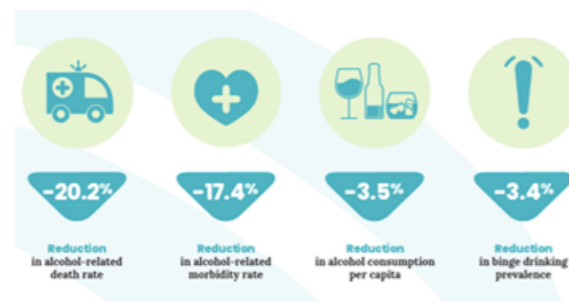
Alcohol is Alcohol

When it comes to addressing harmful drinking, regulators agree that we are talking about alcohol. There's no difference between spirits, wine and beer – all can be misused. What matters is not the type of drink, but how it is consumed. The harmful impacts come down to how much people drink and their pattern of drinking. On its own, per capita consumption is not a reliable measure of harmful drinking.

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Reducing Harmful Drinking

The WHO Global Alcohol Action Plan sets a target of at least a 20% relative reduction (in comparison with 2010) in the harmful use of alcohol by 2030. Progress is being made in delivering that target. WHO's Action Plan identified indicators of harmful drinking. Four key indicators show positive trends globally between 2010 and 2019 according to the WHO's Global Status Report on alcohol and health 2024, see graphic below.



Reducing harmful drinking requires a holistic, multicomponent approach involving a broad range of stakeholders, including government, health, local authorities, police, industry, voluntary organisations and individuals. There needs to be an appropriate balance between whole population and targeted interventions.

Reducing the harmful use of alcohol cannot be delivered through legislation alone. Voluntary and self-regulatory approaches which result in no cost to the taxpayer have a critical role to play. Of course, governments should consider the full range of policy options which are available and assess them in the context of the level of harm being experienced. Price, reduced availability and restrictions and/or bans on advertising are sometimes promoted as the prime policy options for tackling harmful consumption. However, such measures unfairly impact the majority who are responsible consumers.

Through partnership working, strict enforcement of current laws in conjunction with responsible marketing and retailing, we believe industry can and is making a contribution to reducing harmful drinking.

Consumer Information and Education

The provision of consumer information and education in its broadest sense are key tools to promote responsible consumption. Consumers should be given appropriate information to allow them to make informed choices about their drinking. They should also be educated on the consequences of harmful use.

The importance of individuals taking responsibility for their own consumption and behaviour is fundamental, particularly when people across all demographics in the UK and in other countries can enjoy a night out, or in, without indulging in harmful drinking or antisocial behaviour.

Employee Programmes

Employees are also consumers as well as advocates for the industry in promoting responsible attitudes to alcohol. Companies employ a number of tools to promote understanding of what the industry is doing broadly and what individual companies are doing specifically to promote responsible consumption. These include 'new' employee induction programmes, internal communications tools, such as newsletters, intranet and events to inform and engage employees.

Below: A shirt showcasing Brown-Forman's Pause Campaign

CASE STUDY: Pause Campaign (Brown-Forman)

The Pause Campaign, an employee focussed initiative, was launched in 2019 to raise awareness of alcohol related harm, empower mindful choices around alcohol consumption and inspire more action from employees to create a responsible drinking culture.

Pause aims to provide an active reminder to take a moment and make mindful choices when consuming alcohol. The campaign encourages everyone to pause to think, pause to reflect and pause to savour.

Following the success of the employee campaign, Pause has now been rolled out to consumers and wider industry members.

In addition to the Pause campaign, Brown-Forman's Responsible Event Checklist provided guidance and education to external employees at brand-sponsored events. The checklist provides staff with guidance on how to promote mindful drinking and decisions during these events in addition to preventing drink driving and underage access and consumption.



CASE STUDY: Responsible Host Certification (Chivas)

In 2024 Pernod Ricard launched their Responsible Host Certification which provides training to make sure everyone understands the effects of alcohol and what it takes to be a responsible host.

This initiative aims to educate and certify establishments and individuals in responsible serving practices, ensuring a safe and enjoyable environment for all. To be accredited "Responsible Host", Pernod Ricard's Brand Homes must put in place 18 responsible drinking practices during their tours to empower guests to make the right choices about alcohol while educating them on mastering the art of tasting.

To obtain "Responsible Host" badge, each Brand Home must undergo a two-phase verification process that ensures application of high standards. This includes a self-assessment phase followed by a mystery shopper visit, with findings assessed against all 18 Responsible Hosting criteria by an independent third-party, The Sustainable Restaurant Association.

CASE STUDY: Edrington Connections and Global Event Standards

Edrington hosts internal networking events known as Edrington Connections, designed to foster collaboration and showcase upcoming projects and campaigns. A key feature of these events is the commitment to responsible alcohol consumption: most cocktails served contain only a single unit of alcohol, and a non-alcoholic cocktail is always available. Menus are prominently displayed at the bar, clearly indicating alcohol measures to help attendees monitor their intake. This approach not only encourages moderation but also ensures inclusivity for those who prefer non-alcoholic options.

Edrington has also established global events standards to ensure that both internal and external events consistently uphold high standards of alcohol responsibility. These standards require compliance with the Edrington Marketing Code, mandate that food is served whenever alcohol is offered, and guarantee that at least one non-alcoholic drink of equal quality is featured on the menu. Importantly, the standards emphasise that no employee or guest should ever feel pressured to consume alcohol, creating a supportive and respectful environment for all participants.

**CASE STUDY: Edrington Promoting Responsible Consumption Hub**

Edrington supports employee education through its Promoting Responsible Consumption Hub on the internal learning and development platform. Here, employees can access a variety of training tools, articles, and videos focused on responsible alcohol consumption and the risks associated with misuse. This initiative empowers staff with knowledge and resources to make informed choices, reinforcing Edrington's commitment to health and wellbeing.

Alongside their training Hub, Edrington also runs an annual employee facing responsible consumption campaign, leveraging the Made to be Measured toolkit developed by the SWA. The campaign encourages employees to savour their drinks and enjoy Edrington brands responsibly. By integrating physical posters, leaflets, and digital imagery across locations in the UK, America, and APAC, the campaign maintains a consistent message of moderation and responsible enjoyment throughout the organisation.

**Employee Alcohol Policies**

Scotch Whisky companies have developed workplace alcohol policies that offer support to colleagues who feel they need help and guidance in dealing with alcohol consumption, rather than treating it as a case for disciplinary action or dismissal.

<https://www.scotch-whisky.org.uk>

Consumer Facing Activity

Providing consumers with information that promotes responsible drinking and encourages responsible attitudes to alcohol are delivered in a variety of formats and tools, including information on labels, in advertising and point of sale materials, online via websites and through dedicated campaigns.

Information on the Label

Labelling is a key source of information for consumers to find out more about a brand. Communicating alcohol and health information is important, whilst recognising there is limited space on the label.

In the UK the SWA recommends and encourages members to follow the Alcohol Labelling Guidelines: best practice guidance for communicating alcohol and health-related information prepared by the Portman Group and the UK trade associations, including the SWA. The guidance can be found [here](#).

It recommends that members include the following four elements on their primary packaging:

- Unit alcohol content per container (and optional: per typical serve)
- Pregnancy logo/message
- Active signposting to Drinkaware - bedrinkaware.co.uk
- Chief Medical Officers' Low Risk Drinking Guidelines 2016 - The UK Chief Medical Officers recommend adults do not regularly drink more than 14 units per week

The SWA also recommend members include calorie information.

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Sixth Edition



In 2021 the International Alliance for Responsible Drinking (IARD) wrote to the World Health Organisation setting out new labelling commitments that its members would roll out globally. Labels are to include the following:

- energy and alcohol content;
- symbols/words warning against drinking during pregnancy and driving while intoxicated;
- age restriction reminders to appear on alcohol products, including their alcohol-free extensions.

At its meeting in September 2021 the SWA Council agreed the SWA should encourage members to take up the IARD labelling commitment. All three warnings must be used in each market, but do not have to be on every brand label. The age restriction reminder must appear on every brand label.

The use of E Labels

A number of SWA member companies have started to introduce digital QR codes on to labels. The benefits of e-labels are that they can provide consumers with the opportunity to instantly access information about the products they are drinking, including ingredients, nutritional information, drinking guidelines and information about alcohol and health. Information appears in the consumer's language and is relevant to their country.

See below examples

Suntory Global Spirits brands digital QR code on labels drive consumers to their global responsibility website DrinkSmart.com and provides them with real-time macro-nutritional data about alcohol products. To date, more than 23% of the global volume of Suntory Global Spirits brands contain a QR Code label.

In 2022 Pernod Ricard launched a European pilot program to introduce digital QR code labels across all of their brands by 2024.



Above: Balantine's eLabel UK

Information and Education Websites

DRINKiQ (Diageo)

Diageo's DRINKiQ programme aims to raise the 'collective DRINKiQ', increasing public awareness of the effects of alcohol, supporting responsible drinking and tackling the harmful use of alcohol.

Originally launched in 2008 as an online resource, DRINKiQ has continuously evolved to stay close to consumers, with the introduction of an interactive quiz in 2017, and undergoing a major transformation in 2021 into a more engaging, consumer-centric platform.

Today, DRINKiQ operates as a global digital ecosystem, live across 57 countries, 26 languages and 80 local sites, designed to make responsible drinking guidance more accessible and relevant at scale. The site offers a consumer-friendly experience, focused on topics people actively care about, such as moderation, sleep, gut health and mental wellbeing, as well as a hub dedicated to drink driving prevention with our dedicated programmes Sober vs Drink Driving and Wrong Side of the Road.

DRINKiQ combines evidence-based content with interactive, personalised tools. Features such as the DRINKiQ quiz, the drinks calculator and the self-assessment tool help individuals understand their own drinking habits and make informed choices, and signposting to further support where needed.

Beyond digital, DRINKiQ also features in some Diageo distillery visitor centres across Scotland, encouraging visitors to test their "DRINKiQ".





Above: DrinkIQ's Men's Sheds

DRINKiQ x UK Men's Sheds Association

In 2024, Diageo began a partnership with UK Men's Sheds. Using the resources from DRINKiQ, the partnership equips 'Shed Leaders' across the network with the resources to lead informed conversations about the causes and consequences of harmful drinking.

Drink Smart (Suntory Global Spirits)

Suntory Global Spirits operates the Drink Smart programme, supported by the Drink Smart® website, which aims to provide facts about alcohol so legal-purchase-age adults can make informed choices regarding alcohol consumption.

The Drink Smart website offers educational resources about the effects of alcohol – including the definition of a standard serving of alcohol – and strategies for responsible consumption, including resources for parents and young adults around underage drinking. The website encourages individuals to lead by example through safe drinking behaviours and actively supports community and global initiatives and partnerships aimed at reducing alcohol-related harm.

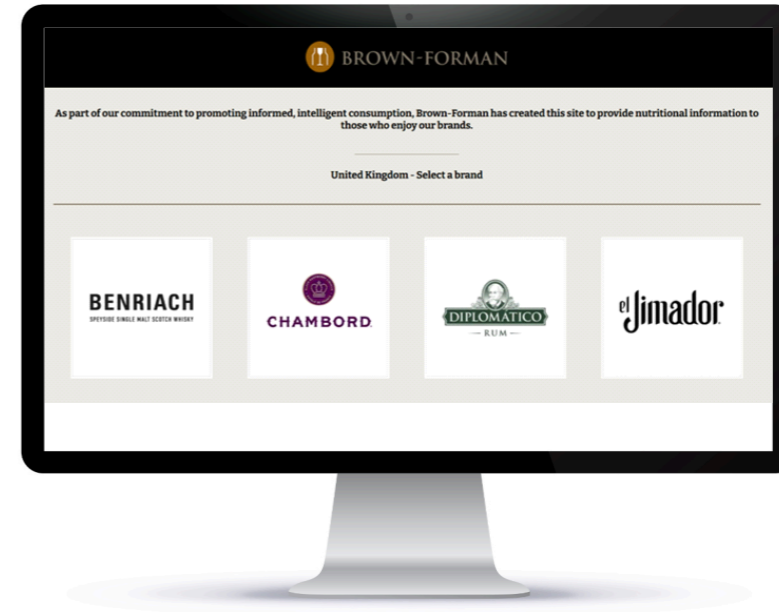
As of 2024, DrinkSmart now enables consumers to access location-specific macro-nutritional information and alcohol content for our products, guidance on a standard serving size, responsible-hosting tips, zero-alcohol cocktail recipes and insights into our global responsibility initiatives. Following a refresh, website views increased by 33% in just four months.

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Brown-Forman Nutrition

As part of their commitment to promoting informed, intelligent consumption, Brown-Forman hosts a dedicated site to provide nutritional information for their products to consumers based on their geographical location.



Left: Brown-Forman's nutritional information site



“ 78% said the Made to be Measured campaign encourages them to drink responsibly; ”

Campaigns

Made to Be Measured

The [Made to be Measured](#) campaign, launched by the Scotch Whisky Association in 2023 is the first responsible drinking campaign developed by the Association and has been created through as Scotch Whisky lens. As Scotland’s national drink, carefully crafted and only released after many years of maturation in warehouses across the country, Scotch Whisky should be savoured and enjoyed responsibly.

The campaign encourages consumers to focus on the quality and craftsmanship of Scotch whisky rather than the quantity consumed. It also aims to promote responsible and mindful drinking.

A key objective of the campaign is to increase awareness of the alcohol content (units) of Scotch Whisky, particularly among Scotch consumers but also within the wider context of the alcohol content (unit) of different drinks, helping individuals make more informed choices. The Made to be Measured campaign seeks to increase understanding of the UK’s Chief Medical Officer’s Low Risk Drinking Guidelines which advise no more than 14 units per week. It also aims to raise awareness of the importance of consumers measuring their Scotch Whisky and other drinks, which is important at home to be able to know and track the amount of alcohol being consumed.

Year Three Evaluation

- 88% of those who saw the campaign took action, including reducing alcohol consumption and discussing unit guidelines.
- 88% recognised the campaign as promoting responsible drinking, and 79% reported a better understanding of alcohol content across different drinks.



Above: Made to Be Measured Out-Of-Home advertising



- 78% said the Made to be Measured campaign encourages them to drink responsibly; 75% said the campaign helps them remember the CMOs’ guidance; 75% said the campaign makes them think more about the number of units of alcohol in drinks.

The campaign reached a cumulative total of 2.08 million people and generated 5.55 million impressions.

Fancy That (Diageo)

In 2025 Diageo launched ‘Fancy That!’, a consumer education campaign aimed at improving consumer understanding of alcohol units in popular drinks whilst highlighting the positive role that spirits can play for people planning to moderate.

The campaign looks to address low consumer understanding of the difference between ABV (alcohol by volume) and units, with the perceived ‘strength’ of a drink often taken from the

absolute ABV of a liquid, rather than when a spirit is paired with a mixer. Fancy That! educates people that many mixed drinks with a single (25ml) spirit serve, such as a gin & tonic or a whisky & lemonade, often contain half the alcohol of choices like a pint of lager or a medium glass of wine.

By improving understanding of alcohol units, Fancy That! aims to give people greater confidence and choice when they are choosing to moderate, whether that is enjoying a pint of lager, a glass of wine, or their favourite spirit serve.



Magic of Moderate Drinking Campaign (Diageo)

Through their global responsible drinking campaign, The Magic of Moderate Drinking, Diageo is championing moderation. The campaign encourages people to embrace moderation, showing how simple, thoughtful choices can make celebrations more joyful and inclusive for everyone. Tips include having plenty of food and water on offer, measuring your pour and switching it up with alcohol-free options.

To find out more visit: [The magic of moderate drinking | Diageo](#)

Drinkaware

Drinkaware is an independent, UK-wide, alcohol charity which aims to reduce alcohol-related harm by helping people make better choices about their drinking. It does this by providing information and practical resources, including the Drinkaware app and online unit and calorie calculator; and by raising awareness of alcohol and its harms, through promoting initiatives like It's okay to talk about drinking.

Drinkaware works directly with both the drinks industry and public sector bodies. It offers workplace e learning as well as programmes for staff in bars and clubs so they can spot and support people at risk from alcohol harm. The charity also provides information resources to healthcare professionals and educators, insight and research to government and alcohol advice sessions in community venues like supermarkets.

SWA members support Drinkaware mainly in two ways, either through funding or for smaller operators licensing the Drinkaware logo.

drinkaware

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Helping people make better choices

Drinkaware works positively and collaboratively with its partners to provide impartial, evidence-based information and advice to people about their drinking. The charity has a range of practical resources to help people turn this knowledge into action, including its drinking check, drink tracking app, unit and calorie-counters and online action plans to help people reduce their alcohol consumption.

To find out more visit: <https://www.drinkaware.co.uk/tools/>

It's okay to talk about drinking: Midlife Men Campaign

In partnership with Andy's Man Club and Chris Kamara, Drinkaware's 'It's okay to talk about drinking' campaign is aimed at encouraging men aged 45 to 64 to talk about their drinking habits and mental health. It seeks to break the stigma that often prevents men in this age group from discussing their relationship with alcohol and the emotional challenges they may face.

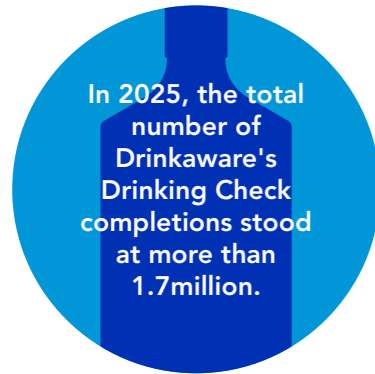
The campaign is grounded in research commissioned by Drinkaware, which surveyed 2,000 men in the target age group. The findings revealed that over half (58%) of men aged 45–64 believe alcohol is often used as a coping mechanism by their peers. Despite this, 85% have not had a serious conversation about their drinking in the past year, and 70% have not discussed their mental health seriously with anyone. Nearly 2.5 million men in this age group are regularly drinking above the Chief Medical Officer's low-risk guidelines of 14 units per week, putting their physical and mental health at significant risk.

By combining real stories, trusted voices, and evidence-based insights, Drinkaware's campaign aims to create space for honest conversations and encouraging healthier relationships with alcohol among men in mid-life.

To find out more visit: [Drinkaware it's okay to talk about drinking](#)



Above: In partnership with Andy's Man Club and Chris Kamara, Drinkaware's 'It's okay to talk about drinking' campaign



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Drinking Check

Drinkaware's Drinking Check is a short online quiz which helps consumers understand their level of risk from drinking alcohol. This personalised tool can be accessed online anytime.

The Drinking Check is based on the World Health Organisation's Alcohol Use Disorders Identification Test (AUDIT) which is used internationally by medical professionals to check the risk of alcohol-related problems, including alcohol dependence.

Once completed, users receive tailored advice and information based on their answers. Additional modules designed to increase understanding around their drinking habits and behaviours are also made available.

In 2025, the total number of Drinkaware's Drinking Check completions stood at more than 1.7million, which demonstrates how the tool is helping reach drinkers who may not typically engage with traditional healthcare settings. Drinking Check completions found:

- 77% of completions have come from those scoring at increasing risk or above, including 15% at higher risk and 30% scoring possible dependent groups, with a bulk coming from ages 25-64 groups, with a bulk coming from ages 25-64
- In 2025, we also asked people if they have completed an alcohol assessment before. 81% of respondents said they had not.
- The Drinking Check has consistent completion levels across all age groups, with a bulk coming from ages 25-64
- 55% of the respondents were male, with 44% were female

An independent evaluation of the Drinking Check's effectiveness found that 61% intended to take some positive action. For those who filled in the Drinking Check for someone else, 85% intended to take positive action about the person they were concerned about.

Drinkaware Research

Drinkaware is led by evidence and is committed to ensuring its information and advice is informed by the latest research on UK drinking attitudes and behaviours. The charity commissions a number of independent research briefs each year, such as wide-scale surveys, academic reviews and in-person focus groups in order to support its mission to reduce alcohol harm.

Each year it also publishes its Drinkaware Monitor, a survey to track and understand drinking across the UK. In 2025, the monitor examined how UK drinkers think about their own drinking, how and why they are moderating, and the prevalence of moderate drinking within social circles. It also explored how UK drinkers view alcohol in the wider context of health.

The 2025 Monitor found that UK adults are drinking less frequently in 2025 compared to previous years, with fewer reporting regular or binge drinking. Health concerns were found to be the primary motivation for moderation, although it also found that drinkers are more likely to moderate if they know someone doing the same.

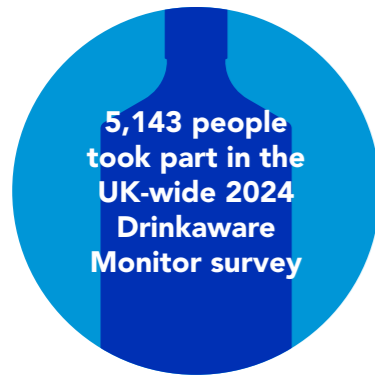
To find out more visit: [Research and Impact | Drinkaware](#)

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The 2025 Monitor found that UK adults are drinking less frequently

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Independent Advisory Panel

Twice a year Drinkaware's Independent Advisory Panel meets to provide expert advice on how to continue raising awareness of the long and short-term risks associated with drinking alcohol. Members of the panel have expertise in behavioural sciences and medicine.



A snapshot of Drinkaware's impact in 2024

- Support from 398 industry organisations (30% increase)
- Mentioned 5,042 times across print, online, and broadcast media (58% increase)
- 5,143 people took part in the UK-wide 2024 Drinkaware Monitor survey
- 4.5 million unique visitors to the website.
- The MyDrinkaware app was downloaded 62,200 times.
- Delivered information and tools on how to moderate drinking to 51 universities
- 385 supermarket branches promote the Drinking Check and information on alcohol harm in aisles and on digital displays

Responsible Marketing

Responsible marketing is a key deliverable for the SWA and its members. [The SWA Code of Practice for the Responsible Marketing of Scotch Whisky](#) launched in 2005. It sets out rules to ensure the responsible marketing of Scotch Whisky across all media. It is global in reach. A requirement of the Code is that all advertising must carry a responsible drinking message. All sponsorships undertaken by the industry must include a recognisable commitment to promote responsible drinking and/or support diversionary/community activities. The Code is reviewed at regular intervals to ensure it keeps abreast of marketing innovations, with the most recent sixth edition published in 2025.

Scotch Whisky companies support and adhere to the advertising and marketing codes applicable in the markets where their brands are sold, including in the UK those of the Advertising Standards Authority, OFCOM and The Portman Group. The principles of the Code cover all commercial activities and communications in relation to Scotch Whisky, such as, but not exclusively:

- Brand advertising and promotional material
- Product labelling and packaging
- Point of sale material
- Tastings
- Sponsorship and press releases



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Responsible marketing is a key deliverable for the SWA and its members.
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The provisions of the Code also cover advertising activity including digital, social media and product placement. Areas covered by the Code are:

- Responsible consumption
- Protecting those under the legal purchase age
- Alcohol content
- Drinking and driving
- Sexual and social success
- Alcohol and health
- Tastings
- Digital marketing – including working with influencers
- Sponsorship

A key part of the Code is the comprehensive complaints procedure backed by a range of sanctions. Complaints are initially investigated by the Executive staff of the Association, prior to review by the Complaints Committee of the Council of the Association. If the complaint is upheld the company concerned may appeal to the Independent Complaints Panel.

Where a complaint is upheld, the Complaints Committee/ Independent Complaints Panel may:

- Require swift remedial action to be taken to end the conduct which has been found to be in breach of the Code;
- Authorise the communication of the decision through a press release and/or social media channels;
- Impose a fine payable to the Scotch Whisky Association not exceeding £50,000.

Failure of a company to take action to remedy conduct found to be in breach of the Code could result in expulsion from the Association.

Independent Complaints Panel: The Independent Complaints Panel has five members and is chaired by Jon Collins, CEO of LIVE, an organisation representing the UK's £6.1bn live music sector with a board comprising representatives from festivals and venues, artists and managers, agents, promoters, orchestras, production and beyond. Prior to LIVE, Jon worked around the UK hospitality industry in policy, licensing and research roles. Details of other members of the panel can be found on the [SWA website](#).

Member Companies

Several companies have developed their own codes of practice governing marketing and promotions, that require the promotion of their brands - either by in-house staff or through the companies to which they sell - to be undertaken in a responsible manner. Companies invest significant effort in ensuring their marketing teams, brand managers and advertising agencies are trained in the requirements of the Code(s) and the necessary sign-off procedures.

These Codes set out the principles and minimum standards for all commercial communications relating to brands. Employee training and refresher training are also common elements as are internal review and sign-off procedures.



CASE STUDY: Chivas

Pernod Ricard operates a pre-publication internal review procedure, which is mandatory for its 15 strategic brands. Chivas Brothers, which is responsible for producing and marketing Pernod Ricard's Scotch Whisky brands, applies this procedure to all of its advertising campaigns. All campaigns must be submitted to the Review Committee prior to release. The Committee is available to give advice at any step of the development of a campaign. The primary role of the Committee is to ensure compliance with Pernod Ricard's self-regulatory code. The Review Committee will issue one of three decisions: Green (approved), Amber (approved subject to modification) and Red (rejected, will require re-submission).

Chivas Community Social Media Guidelines

In addition to their internal code, Chivas also have social media guidelines for their community and fans of their drinks.

These social media guidelines prohibit posts about or featuring their products from featuring underage individuals, encouraging underage or irresponsible drinking, or portraying drinking positively in dangerous situations. They also disallow content suggesting alcohol has physical, psychological, or intellectual benefits, or that it contributes to sexual success or confidence.

When any form of social media content across all channels is found to be in breach of these guidelines Chivas reserve the right to remove or comment on any Post that, in their sole discretion, is unacceptable, undesirable, or inappropriate.

For more information visit: [Social Responsibility - Chivas Regal](#)

The Portman Group

The Portman Group is the social responsibility body and industry self-regulator for alcohol labelling, packaging and promotion in the UK. It is funded by 22 industry leading member companies with the aim of delivering the highest standards of responsible alcohol marketing.

The Portman Group strongly believes the industry has both an obligation and legitimate role to play in helping combat the misuse of alcohol through the production of responsible products and marketing, as well as encouraging moderate drinking habits and a balanced understanding of alcohol harm. The Portman Group also supports targeted efforts to tackle misuse, supporting many groups such as Best Bar None, Pubwatch and the CAPs, as well as leading on their own initiatives.

Raising standards and creating a more responsible industry

The Portman Group promotes best practice in alcohol social responsibility. It encourages and challenges the industry to promote its products responsibly through its Codes of Practice:

- Naming, Packaging and Promotion of Alcoholic Drinks, now in its sixth edition. Read [here](#).
- Sponsorship which came into force on 31 January 2014. Read [here](#).

Furthermore, The Portman Group promotes labelling best practice standards so that labels carry a pregnancy warning, unit information, signposting to Drinkaware and Government low-risk drinking guidelines – ensuring consumers are able to make an informed choice to foster moderate drinking.

For more information visit: [Marketing Toolkit - Portman Group](#)

Companies can demonstrate their support for marketing responsibility and self-regulation by becoming a Portman Group Code Signatory – which is free – with over 170 existing signatories including producers, importers, wholesalers, retailers and trade associations.



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The Portman Group promotes best practice in alcohol social responsibility.
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Partnership Working

The SWA and its member companies believe that partnership working is fundamental to promoting responsible consumption and tackle harmful drinking. The SWA works with a range of organisations both governmental and non-governmental at Scottish, UK and international level to promote responsible alcohol consumption. Whilst almost all our activity on this issue involves working with partners, several key partnerships are highlighted below.



The Scottish Alcohol Industry Partnership

The Scottish Alcohol Industry Partnership (SAIP) is a vehicle for the wider alcohol industry to work together to support, devise, develop and support delivery of initiatives that contribute towards the promotion of responsible drinking and tackle harmful drinking in Scotland.

The SAIP's remit

The Partnership works on a national and local level with a range of stakeholders including Police Scotland, local authorities, Best Bar None, Community Alcohol Partnerships and Drinkaware. Its activities include developing and piloting new initiatives as well as funding and promoting existing schemes that seek to promote responsible drinking and tackle harmful drinking.

SAIP partners

The Partnership is made up of representatives from leading companies, and their trade associations, involved in the production and sale of alcohol in Scotland.



Current Initiatives Include:

Proxy Purchase Campaign: It'll Cost You

The 'It'll Cost You' campaign is aimed at raising awareness amongst adults that a proxy purchase of alcohol is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both. And through this activity contribute to tackling underage drinking.

The campaign targets two primary audiences. The first includes adults over the age of 18, such as parents, older siblings, friends, and members of the general public, who may be approached by under-18s to purchase alcohol on their behalf. The second audience is young people under the age of 18, who are encouraged to understand that their actions can have serious consequences not only for the adults they involve but also for their own safety and wellbeing. By addressing both groups, the campaign aims to foster greater awareness, responsibility, and community-wide engagement in preventing underage drinking.

2025 was the 10th year since the campaign was first delivered as a pilot campaign in Motherwell and Wishaw and continues to be delivered through an effective partnership between Police Scotland including Police Scotland Youth Volunteers, Community Alcohol Partnerships and the Scottish Alcohol Industry Partnership. 2025 also marks the fourth year the campaign has been delivered at a national level. It is delivered over a six-week period and coincided with the summer school holidays. It is a multi-channel campaign utilising in store messaging (print, digital screens and in store radio), social media, ads in newspapers, direct consume engagement, limited out of home advertising plus media and PR.

Proxy alcohol purchasing continues to be an issue across Scottish communities. It is not an easy crime to detect. The increased understanding that proxy purchasing constitutes an offence has resulted in a notable increase in reports to Police Scotland from both campaign partners and the public. This indicates a positive shift in community engagement and willingness to report this issue and shows the impact of the campaign.

For more information visit: www.itwillcostyou.com





Community Alcohol Partnerships (CAP)

SAIP also works to support the role of Community Alcohol Partnerships (CAPs) across Scotland. Community Alcohol Partnerships are aimed at reducing underage drinking and ensuring the protection of children and young people. The Partnership is supporting the expansion of CAPs across Scotland.

Working with Drinkaware

SAIP work with Drinkaware to promote their various campaigns. Most recently this has focused on promoting the 'Drinking Check', a self-assessment test based on the World Health Organization AUDIT tool, that can help consumers identify if their drinking is putting their health at risk.

Best Bar None Scotland

SAIP also provides support to Best Bar None Scotland, the accreditation and awards scheme aimed at promoting the responsible management and operation of licensed premises.

The scheme is hosted by Retailers Against Crime and supported by multiple local and national government organisations including:

- Police Scotland
- Scottish Fire & Rescue Service
- Scottish Licensed Trade Association
- Scottish Government

Owners are recognised and celebrated at regular high-profile award events, where good practice is shared and achievements are rewarded.

The purpose of Best Bar None is to:

- Promote social responsibility and duty of care
- Improve knowledge and skills to assist in responsible management
- Reduce alcohol related crime by investing in policies and procedures
- Promote partnership working to identify good practice and areas for improvement
- Support due diligence, record keeping and training
- Rewarding success through local and national awards
- Operating more responsibly to improve the commercial viability and attractiveness of a venue and locality

To find out more visit: bestbarnone.com

125ml Wine Measures

The Partnership are also continuing to work with Best Bar None to promote uptake of the 125ml wine measures in the on-trade – bars, pubs, and restaurants – as part of the Best Bar None awards scheme. This is an important initiative in encouraging moderate consumption when people are out relaxing and enjoying themselves. In 2025 campaign packs were redistributed to BBN schemes.

Local Alcohol Partnerships Group

The Local Alcohol Partnerships Group (LAPG) was established towards the end of 2012 and brings together representatives from local partnership schemes which tackle alcohol harm in town and city centres and local communities. The schemes involved include Best Bar None, Pubwatch, Purple Flag, Street Pastors, Community Alcohol Partnerships, Proof of Age Standards Scheme. A number of Scotch Whisky Association members support these schemes.

To find out more visit: <https://localalcoholpartnershipsgroup.co.uk/>

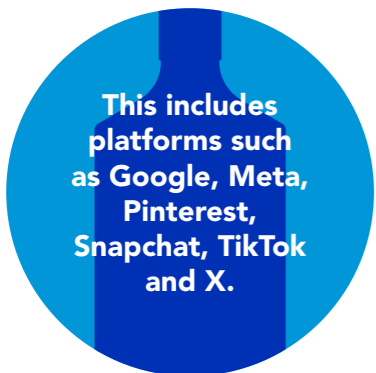
125ML
AVAILABLE HERE



 bedrinkaware.co.uk



“
IARD is funded by leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking.
”



International Alliance for Responsible Drinking (IARD)

The International Alliance for Responsible Drinking (IARD) is a not-for-profit organisation dedicated to reducing harmful drinking and promoting understanding of responsible drinking. IARD is funded by leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking. Since its founding IARD has launched a variety of initiatives, a selection of which are detailed below.

Labelling

In 2021 IARD members committed to providing easily understood consumer information on the labels of alcoholic beverages. The IARD labelling commitment requires members to include the following:

- A clear age-restriction symbol or equivalent words, including on alcohol-free extension of alcohol brands
- Warning against drinking during pregnancy and driving while intoxicated
- Energy and alcohol content on labels

These are applied in accordance with local laws and regulations and where no requirements previously existed.

Digital Platforms

Since 2018, IARD has done extensive work with social media platforms and e-commerce providers to ensure safeguarding is in place against the harmful use of alcohol, and to enhance responsibility standards for alcohol related marketing online. This includes platforms such as Google, Meta, Pinterest, Snapchat, TikTok and X.

In 2021 IARD launched its Global Standards for online alcohol sales and delivery, to ensure that standards are in place to prevent online sale to those underage and to combat harmful drinking. As part of this commitment IARD developed training to support anyone delivering alcohol to do so responsibly and in accordance with the law.

In 2024, IARD's partnership with leading digital platforms was expanded to include additional commitments which enhance online safeguarding and prevent those under the legal purchasing age from being exposed to online alcohol advertising. As part of this expanded partnership, companies have shared their transparency reports highlighting specific safeguards, policies and practices currently in place.

Digital Marketing

To ensure that online marketing communications meet the same high standards as traditional advertising, IARD also created a set of five Digital Guiding Principles. This is part of the organisation's wider commitments to reduce harmful drinking. Global implementation of these principles resulted in a 98.2% full compliance rate in 2024 across the organisation.

Alongside the implementations of the principles, IARD also worked with the World Federation of Advertisers to produce a series of videos on how to implement effective safeguards on social media marketing, to prevent underage users from seeing alcohol marketing online.

Marketing by Social Influencers

IARD has also formed a unique partnership with leading global advertising, public relations and influencer agencies to lead the way in setting robust standards for the marketing of alcohol on social channels and prevent influencer marketing reaching those who are underage.

The standards apply to all influencers working with agencies and ensure that alcohol marketing by influencers is clearly recognised, advertised responsibly and targeted at audiences over the legal purchase age. In support of the commitment the partnership has also created Influencer Guiding Principles, an influencer 'how to' video, and the Influencer Pledge, a document outlining IARD's responsibility standards for the use of social influencers in alcohol marketing and signed by major global alcohol producers, and leading advertising, public relations, and influencer agencies.

To view the pledge visit: [Influencer Pledge PDF](#)



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 ”

Global Standards in Responsible Sales and Service

In 2023 IARD launched resources on the importance of verifying a customer's age and sobriety. These were made available for retail and server staff and included communication techniques on how best to handle difficult situations. These resources are freely available and translated into a range of languages.

These resources built upon IARD's 2022 rollout of the Responsible Retailing of Beverage Alcohol online training modules.

Responsible Delivery, Sale and Service

In 2023, IARD and its members created and launched a series of free online resources on the responsible delivery, sale and service of beverage alcohol designed to support venues, retailers and ecommerce and delivery platforms in ensuring alcohol is being served lawfully and responsibly.

The resources cover topics ranging from the importance of age verification and sobriety, and consequences of serving underage or intoxicated people to guidance on the communication techniques and methods that servers can employ to support responsible choices and refuse sale if needed.

Alcohol in The Workplace

To support the development of alcohol in the workplace policies, IARD launched a series of free resources. These include a guide for senior managers on the importance of Workplace Alcohol Policies, an online training module titled 'Alcohol in the Workplace' and a series of Line Manager resources, for organisations to use to give their line managers the tools they need to recognise signs of alcohol misuse and manage situations sensitively and effectively.

Global Standards Coalition

In 2023, IARD launched the Global Standards Coalition, bringing together senior leaders from IARD member companies alongside private sector organisations including retailers, business organisations, digital platforms, and advertising associations. The coalition aims to drive global initiatives that help reduce harmful drinking and promote moderation among those who choose to drink alcohol.

The coalition focuses on proactive measures to:

- Further prevent sales to those underage or intoxicated
- Curb marketing and advertising to those who are underage
- Provide training and guidance that empowers staff to deny sale, service, and delivery of alcohol where necessary
- Respect the choices of those who choose not to drink alcohol
- Elevate industry standards to reduce the harmful use of alcohol

As of 2025 the coalition has over 100 members.

To read more about how the coalition is actioning the IARD global standards you can access their Standards in Action report [here](#).

Six SWA member companies support IARD. The SWA are members of the IARD Partnership Council which brings together Trade Associations (TAs) and Social Aspects Organisations (SAOs) from around the world with IARD members and staff so we can work together to achieve greater impact around our collective goal to reduce the harmful use of alcohol.

To find out more visit: <https://www.iard.org/welcome-to-iard>

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Tackling Harmful Drinking

Underage Drinking

Community Alcohol Partnerships



The mission of Community Alcohol Partnerships (CAP) is to reduce alcohol harm in local communities for the under-25s, with an emphasis on underage drinking. This is achieved by bringing together community stakeholders to tackle the problem locally using education, enforcement and engagement to reduce both the drinking and the associated antisocial behaviour. This leads to reduced crime and safer neighbourhoods for everyone to enjoy. There are currently over 300 CAPs across the UK.

Education, enforcement and engagement

A local CAP may partner with local schools to provide age-appropriate alcohol education, teacher training and parental guidance. They will also work with businesses to control the supply and demand of underage drinking. By sharing information and creating a unified response, the CAP can help ensure businesses are part of the solution, not the problem. CAPs also engage with retailers and licensees providing them with the practical tools and training to tackle underage drinking. These include the use of Challenge 25 and PASS initiatives, conflict resolution training, Fake ID identification and support on 'raising a challenge'.

CAP Scotland

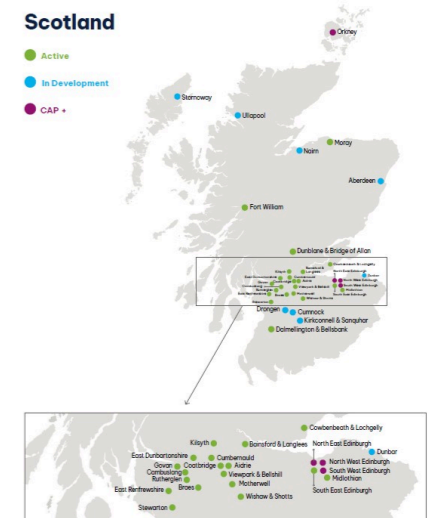
In 2024, the SWA announced a strategic partnership with Community Alcohol Partnerships, to support the expansion of CAPs in key areas across Scotland. The SWA is providing £300,000 of funding over three years via its Scotch Whisky Action Fund.

By the end of 2026, CAP aim to have between 40 and 50 active in Scotland. There are already a number of CAPs active across Scotland with several others actively considering creating a CAP in areas with above averages underage drinking levels.

CAP action plans are uniquely tailored to address local need and determined solely by local partners. Each will have a focus on three key pillars:

- Provision of positive activity for children and young people
- Retail signage and training to prevent underage sales/purchase and proxy purchase
- Alcohol education in schools and for parents

Each CAP is committed to reducing alcohol-related harm in various creative ways, some examples below.



CASE STUDY: Glasgow Govan CAP

Winner of CAP of the Year for Scotland at the 2026 CAP Awards, the Glasgow Govan CAP was recognised for building a strong evidence base through wide youth and resident surveys, then delivering retailer integrity testing, a major youth engagement event, and extra outreach street work -strengthening prevention and early signs of reduced anti-social behaviour.

The Govan area is an area of high multiple social deprivation, as defined by the Scottish Index of Multiple Deprivation. This brings several challenges, so the potential for more joined up working with the CAP was welcomed by community partners. 192 surveys were completed by local residents which helped instruct the CAP on how to develop its action plan.

A total of 271 surveys were completed by young people from local schools and youth organisations. The partnership youth engagement event saw almost 200 young people engage with a wide range of community partners. The day offered an opportunity to break down barriers with all the agencies involved in the CAP. Activities available on the day were shaped around showing young people that there are lots of alternatives to alcohol and anti-social behaviour, for example, graffiti art and BMX sessions. It was an invaluable way to speak to young people about the harms of alcohol at a young age while focusing them instead on careers and volunteering opportunities.

CASE STUDY: Cumbernauld CAP

The Cumbernauld CAP was nominated in the category of CAP of the Year for Scotland in the 2026 CAP Awards. With focus on the high-deprivation area of Carbrain, this CAP aligned its work with youth priorities at the heart of its action plan. Delivering school engagement events, bringing in the Smashed theatre event, street soccer, community days and retail exploitation training, the CAP built an ethos of community ownership while reducing anti-social behaviour.

The focus of CAP activity has been collaborating with the local community in Carbrain to offer positive activities for young people aimed at reducing underage drinking and anti-social behaviour while simultaneously highlighting the risks of alcohol and risky behaviours at an early age. The events



organised provided an opportunity for Police Scotland and the Scottish Fire and Rescue Service to break down barriers, creating a more relaxed approach to engaging with young people, some of whom would normally not engage with the emergency services. Street soccer sessions were enjoyed by all those who took part and were seen as an incredibly positive way of engaging local youths and offering positive activities. The local community is keen to develop this more and intend to take ownership of these sessions, involving local people in the delivery and expanding the activities.

CASE STUDY: South East Edinburgh CAP

The South East Edinburgh CAP was successful in winning the Excellence in Education category at the 2026 CAP Awards. Noted for its innovative partnership with Sky Studios Academy, this CAP is enabling students to produce professional news broadcasts on alcohol harm. This youth-led digital storytelling has reached up to 1,300 pupils, building awareness, media skills, and career aspirations through creative education.

This CAP identified the need for more engaging, relevant, and youth-led approaches to alcohol education. Traditional assemblies and PSHE lessons were determined to not be consistently influencing attitudes or behaviour. As such, with funding from CAP and Places for People, their action plan enabled Lothian Buses to transport students to the Sky Studios facility, removing financial barriers and ensuring equitable access. Focus is on young people gaining stronger alcohol awareness and understanding of community impact, media literacy, teamwork, and communication skills, and gaining insights into broadcast careers, broadening aspirations (reported by Sky Studios staff and schools).

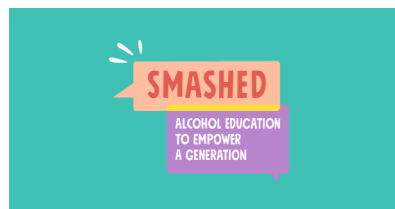
This project represents genuine innovation: alcohol education delivered through youth-led digital storytelling, high-tech facilities, and multi-agency partnership work.

To find out more visit: www.communityalcoholpartnerships.co.uk

Smashed (Diageo)

SMASHED is a multi-award-winning programme, telling compelling stories, inspired by the experiences of young people themselves, on the dangers of underage drinking. Developed by Collingwood Learning and sponsored by Diageo, SMASHED Live and SMASHED Online use live interactive theatre and film-based experiences to create memorable and inspiring learning.

Each live session combines a dramatic performance, taking the young people on a journey using live theatre, followed by an interactive workshop which allows students to reflect on vital underage drinking themes and answer questions about the choices made by the characters in the performance.



Smashed online was launched in 2020 in response to the global Covid 19 pandemic and combines film-based story telling with e learning modules that can be completed independently by students online or in group sessions delivered directly by teachers or facilitators in the classroom. Wherever they exist, Smashed works in close collaboration with Community Alcohol Partnerships.

Through online training and live sessions the project has educated;

- 48,000 students in Scotland
- 370,000 students across the UK
- 2.2 million young people globally

Drink Driving

Sober vs Drink Driving

In December 2023, Diageo launched Sober vs Drink Driving, a digital gaming experience helping to shift a players' mindset around drink driving through a series of mini-games based on five driving skills; control, reaction, awareness, braking and attention.

Sober vs Drink Driving allows players to test these skills whilst playing alongside a 'phantom' player modelled on each players performance if they had consumed alcohol, visually demonstrating the difference in accuracy between driving sober vs driving after drinking.

Through this compelling and thought-provoking game, Diageo aim to motivate and empower players to grow their confidence by making smarter drinking and safer driving choices.

Below: Smashed Live conducted for young people





William Grant & Sons: Formula 1 Partnership

Glenfiddich has worked closely with the Aston Martin F1™ Team to create a powerful platform to promote the positive choice to never drink and drive. As part of this commitment, new social media content was co-created with the Aston Martin F1™ Team to deliver the clear message “Stay in Control. Never Drink and Drive”.

‘Driver’s Drams’ Combatting Drink Driving

Referred to as ‘Driver’s Drams’, the provision of small takeaway containers of whisky is now industry best practice at Scotch Whisky distilleries and visitors’ centres. The driver’s dram allows individuals who have visited the distillery as a car driver to participate in the nosing and tasting experience once they are safely at home.

Anti-Drink Driving Signposts

Alongside driver’s drams, distillery sites including The Glenlivet, Strathisla, Aberlour and Scapa also have bold anti drink-drive signposts in all car parks at their visitor centres.



Above: Anti-drink driving sign in Scapa, Orkney



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