

KAMENITZA AD

ALCOHOL IS A BAD DRIVER CAMPAIGN

ETSC
SMART CONFERENCE
Bulgaria, July 4th

WHO IS KAMENITZA AD?

HISTORY

The first brewer of Bulgaria (1881);
Since 2012 part of Molson Coors; one
of the leading brewing companies.

OPERATIONS

1 Brewery in Haskovo, 1
microbrewery for hand made
beers and a restaurant in Plovdiv.

PURPOSE AND AMBITION

Delight the world's beer drinkers.
First Choice for Customers and
Consumers.

BREWING HERITAGE

A combination of the world's most
popular brewing traditions: the Czech,
the German and the Belgian.

OUR CULTURE

Beer champions who insist on
quality, challenge the expected,
have brilliant execution and treat
everyone with integrity and respect.

PEOPLE

600 employees who every day come
to work to brew and sell great beer.

BRANDS

Extraordinary brands brewed by
passionate people to delight our
consumers and customers.



CORPORATE RESPONSIBILITY

Our Beer Print is the corporate responsibility framework of the company.



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We're all about people enjoying a good time safely. That's why we are helping people get most of their refreshment in a responsible way.



For Molson Coors, being a great brewer goes hand in hand with being a responsible steward of the planet. We're proud of our great beers, which are sustainably brewed from grain to glass.



2025 Sustainability Goals:

Prevention of underage drinking and drunk driving



From promoting the development, diversity and inclusion of our employees and suppliers to investing in local communities, we are committed to supporting our people, our partners and our neighborhoods.



Kamenitza

A MOLSON COORS COMPANY

RELEVANCE OF THE DRUNK DRIVING

The statistics:



Drunk driving has severe consequences.



In 2018 more than 10 000 cases with drivers who had consumed alcohol.



More than 4000 automobile registrations were discontinued due to drunk drivers in 2018.



High social tolerance towards drunk driving in Bulgaria – 74% of the respondents from last year's survey said that they have driven after consuming alcohol because they thought that the consumed amount is below the legal limit

Relevance to us:



Long-term commitment as part of the Corporate Responsibility Policy of Kamenitza: Alcohol Responsibility - make quality products that we advertise and sell responsibly.



Committed to reducing drunk driving by collaborating with government and non-governmental organizations to educate and enforce existing laws.



We want to reduce the number of casualties and people injured in car accidents.



ALCOHOL IS A BAD DRIVER



Started in
2008, 11
editions so
far

Not just a
regular
campaign,
but a **SOCIAL
CAUSE.**

Partnerships with
state institutions
from the highest
level, diplomacy
corpus, local
authorities,
business, media.

**Encouraging
responsible
consumption and
behavior on the road
by raising awareness
about the risks of
drunk driving.**

Communicational
campaigns
Awareness activities
Surveys
Activities in bars and
pubs
Test drive simulations
Alcohol googles
Digital campaigns

Public
recognition
by institutions
and awards.

ALCOHOL IS A BAD DRIVER



Play a video here

<https://www.facebook.com/watch/?v=1503171313052021>

The Change is in Our Hands!



THANK YOU!