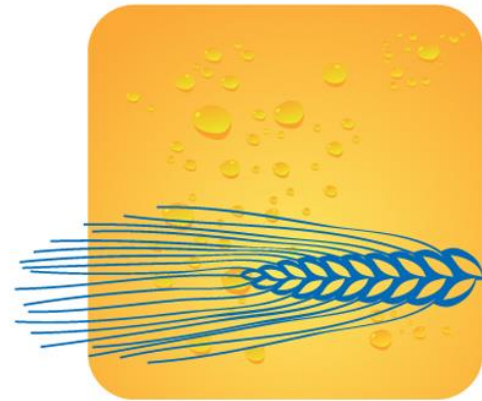


**HELLENIC  
ASSOCIATION OF  
BREWERS**

**SMART policies for  
tackling drink driving**

**21 June 2018, Athens**

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HELLENIC  
ASSOCIATION  
OF BREWERS



## The Hellenic Association of Brewers

- Was founded in 2004
- Was expanded in 2016 when microbreweries joined the association
- Today it unites twelve members, two are big breweries and ten microbreweries
- It is the official representative of the Greek beer industry in the Brewers of Europe (the European Association of Brewers) which today unites the national brewers' associations from 29 European countries (26 countries out of the 28 members of the European community plus Norway, Switzerland and Turkey)



The Brewers of Europe



# The Hellenic Association of Brewers

## Our Targets are:

- Initiatives for the development of the beer category
- Promotion of responsible consumption of beer always in the context of a healthy lifestyle
- Collaboration with the state authorities for the modernization of beer legislation
- Promotion and development of exports



## **Our commitment to promoting responsible consumption**

- Focus on the education of the public on the issue of drinking and driving
- All the members of the Hellenic Association of Brewers have approved a self regulation for commercial communication
- Article 3 of the regulation specifically states that “Commercial Communication should under no circumstances display the consumption of beer in association with the driving of any kind of motor vehicle”
- Article 6 of the regulation “Commercial communication about beer should not create the impression that consumption of beer enhances mental ability or physical performance”



## Our commitment to promoting responsible consumption

- As member of the Brewers of Europe actively participates in the activities organized concerning this issue
- Collaboration with all stakeholders involved, i.e. government, researchers, NGOs, consumers and industry for the development of new strategies and practices to combat the problem
- As stated in the Chairman's letter in the *Regulation of Communication* of the Hellenic Association of Brewers:  
***“Our commercial communication will be socially responsible and it will protect from imprudent use of our product. In this regulation the utmost care has been given to issues of “high consideration”, like communication to persons under 18 years of age and the association of beer consumption with driving”***

**THANK YOU**

[www.ellinikienosizithopoion.gr](http://www.ellinikienosizithopoion.gr)

