



Związek Pracodawców Przemysłu Piwowarskiego w Polsce

PRESS RELEASE

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Consecutive edition of the campaign "Alcohol – minors not allowed!"

The survey conducted by an independent research centre TNS OBOP on Poles' attitudes towards alcohol sale to minors show that 96% of the respondents find that the sale of alcohol to a minor is a negative phenomenon. At the same time 82% of the respondents notice that minor youth in Poland has an easy access to alcohol. Facing this social problem, the Union of Brewing Industry Employers in Poland started another edition of the campaign "Alcohol – minors not allowed!".

The survey was conducted in August 2008 on the order of UBIEP. 78% of Poles think that the sale of alcohol to a minor is a crime. At the same time respondents claim that in over 50% of cases observed by them shop assistants do sell alcohol to minor customers. Breaching the law in this field should end with the withdrawal of the concession – such is the opinion of 75% of respondents, but 64% of them are persuaded that shop assistants who violate the law are currently not punished in any way. Poles think that alcohol producers should commit to initiatives against alcohol sale to minors (80% of the respondents).

In August 2008 an educational spot was launched aimed at drawing the attention of shop assistants selling alcohol. The spot was supposed to make them realize the necessity to verify the age of persons buying alcohol and to underline how important it is to make Poles react in situations where they witness an attempt of minor youth to buy alcohol.

A TV campaign is conducted in channels which assigned free advertising time to educational initiatives: TVN, TVN 7, TVN Style, TVN Turbo, VIVA, VH1, Travel Channel, Tele 5, Puls, National Geographic, Comedy Central, Discovery World and Animal Planet.

The second element of the campaign is the distribution of educational and information packages to 50 thousand shops in Poland. The distribution is conducted by sales representatives of breweries united in UBIEP. Information packages for shop assistants contain educational materials in the field of the Polish law banning alcohol sale to minors and consequences of breaching it. The package also contains an instructing film aimed at modifying attitudes and behavior patterns of shop assistants. They often find



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themselves in difficult situations where minors reach to diverse measures to try to persuade shop assistants to sell them alcohol. Additionally, packages include posters, stickers and little plates to be put in selling points informing that the given selling point does not sell alcohol to minors. These measures will be taken until mid-October 2008. They will end with a survey on shop assistants' attitudes on alcohol sale to minors. The project is supported by the agency Marketing & Communications Consultants. A free advertising time in selected TV channels was gained with help of the media house "Equinox".

For further information

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