


Eradicating the Harmful Consumption of Alcohol

A Responsible Alcohol Producer

2022.07.19



CSV Commitment	SDGs Goal	SDGs Target
<p>A Responsible Alcohol Producer: Dealing with alcohol-related problems</p> <p>Representative our achievements and target value: Participation of responsible drinking programs and number of visitors to the awareness raising content on the website 992,200 (cumulative total for 2022-24)</p>		<p>3.5</p>

Alcoholic beverages have been accompanying our lives as a way to create connections between people and make our lives more enriching and fulfilling. On the other hand, drinking in excessive volume and frequency risks causing lifestyle-related diseases and other health problems. Drunk driving, underage drinking, and drinking during pregnancy and lactation are also major social problems. As part of its "A Responsible Alcohol Producer", the Kirin Group aims to "Make steady progress toward eradicating the harmful use of alcohol in all countries of operation."

Current situation around the world and Japan

The World Health Organization (WHO) adopted the "Global Strategy to Reduce the Harmful Use of Alcohol" in 2010, and the UN's SDGs (Sustainable Development Goals) in the area of health also specified the prevention and treatment of harmful use of alcohol as one of its targets. Therefore, eradicating the harmful consumption of alcohol is a global issue that must be addressed by society as a whole. In Japan, the Cabinet approved the Basic Plan for Promotion of Measures against Alcohol-related Harm (Phase 2) in March 2021.

Due in part to recent social conditions, and with changes in society's perception of drinking in public spaces and drinking etiquette, the Kirin Group believes that it is its social responsibility as a company that produces and sells alcoholic beverages to respond sincerely and appropriately to alcohol-related problems and it is working to eradicate the harmful consumption of alcohol.

Proposing "Slow Drink" as a relaxed approach to consuming alcohol in moderation

Society is becoming increasingly aware of the need to slow down and enjoy alcoholic beverages not as a means of becoming intoxicated or quenching one's thirst but in accordance with each person's individual drinking and enjoyment style. The Kirin Group proposes "Slow Drink" as a way to enjoy alcoholic beverages in appropriate amounts and in moderation in the coming age, where people can savor a meal while sharing conversation with others, drink in moderation, and spend time in a sensible and comfortable manner, and be fulfilled not by the "amount" of alcohol consumed, but by the "time" that passes. With the weakening of human connections cited as a social issue, we believe that the way we propose to enjoy alcoholic beverages will help add color to people's lives.



Providing information to promote "responsible drinking"

We have been raising awareness of responsible drinking, such as holding "responsible drinking awareness seminars" to deepen customers' knowledge of responsible drinking. We are using SNS sites to inform the younger generation, who have not yet established their drinking habits, about the effects of irresponsible drinking and how to drink in a way that suits their constitutions.

In addition, to help customers monitor and control their alcohol intake, starting in May 2021, the amount of net alcohol (in grams) contained in major alcohol products sold in Japan is displayed on our website. From April 2022, Kirin Brewery has begun to display on the packaging of 350 ml and 500 ml cans of major beer products (beer, low-malt beer, new genre beer) and RTD (ready to drink) cocktails produced in Japan the amount of net alcohol and a short URL that leads to our website on responsible drinking, with the aim of completing this rollout by the end of 2023. Lion Pty Ltd, which operates Kirin Group's alcoholic beverage business in Oceania, uses symbols to indicate alcohol content on product labels.

Developing and expanding awareness of non-alcoholic and low-alcohol products

We are working to develop and raise awareness of non-alcoholic and low-alcohol products with the aim of expanding the range of options available to our customers in different settings. While the non-alcoholic beverage market grew approximately 110% year-on-year in 2021, Kirin GREENS FREE and KIRIN KARADA FREE grew approximately 117% and 114%, respectively, outpacing the market (source: Intage SRI+ (estimated sales of non-alcoholic beer + RTD + wine (volume basis))). Furthermore, Kirin Brewery and FANCL are expanding their product lineups across the Group, including the joint development of the foods with function claims such as Kirin x FANCL Non-alcoholic Chu-hi Hyo-Rei Calolimit®. Mercian is also marketing non-alcoholic products such as MOCK Bar and low-alcohol products such as Oishii-Sankaboushizai-Mutenka Wine. Kirin Group will continue to expand the non-alcoholic and low-alcohol markets to offer customers more selection.



Kirin GREENS FREE is made with Japan's first* manufacturing process for non-alcoholic beer to bring out the aroma of barley and hops.

*First in Japan to adopt a manufacturing process for non-alcoholic beer that brings out the aroma of barley and hops (Patent No. 6786699).



KIRIN KARADA FREE, a food with function claims that uses "matured hop bitter acids" for the first time* and is expected to reduce visceral fat.*

*The first product to be marketed with aged hop-derived bitter acid as a functional ingredient.

*This product is suitable for people who tend to be obese. A well-balanced diet and moderate exercise are also recommended.

In addition to these efforts set forth in our CSV Commitment, we have released our "Global Marketing Code for Responsible Drinking" in order to commit to society as an alcoholic beverage manufacturer to conduct our business activities in a responsible manner, including advertising, and to earn the trust and empathy of society and our customers. In addition to complying with laws, regulations and voluntary industry standards, we have also established Kirin's own stricter ethical guidelines for advertising, which is reviewed, strengthened, and revised in line with social conditions. Regular training is provided to advertising staff to deepen their knowledge and understanding. From the perspective of health management, the company is also promoting initiatives aimed at instilling an understanding of responsible drinking in each employee.

In addition, we are also a member of the International Alliance for Responsible Drinking (IARD), an international not-for-profit organization that includes the world's major alcoholic beverage manufacturers, and are committed to promoting responsible drinking and eradicating harmful consumption.

We hope that the harmful consumption of alcohol will be eliminated from the world, that people will enjoy alcohol and drink in a way that suits them, taking into consideration each person's constitution and physical condition, and that alcohol will become a partner that enriches our lives.

Profile



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Since 2020, he has been in charge of developing strategies on alcohol-related issues for the entire Kirin Group globally and for the domestic alcoholic beverages business.

*Stated information as at the date it is made