Promoting Responsible Drinking

AB InBev created several important responsible drinking initiatives in 2012.

In March, 500 wholesalers received responsible drinking training at the AB InBev National Convention in Chengdu. In June, AB InBev launched its first-ever mini-movie, featuring celebrity couple Sha Yi and Hu Ke, to promote the use of designated drivers. The mini-movie was leveraged in different media, including Weibo, video websites, Touch media and retail accounts. The total viewership exceeded 50 million within 90 days. This effort included an online charity campaign, “Exchange One Commitment for Another,” that achieved over half a million re-posts within 25 days. AB InBev then
donated RMB 500,000 (79,465 USD) to help build a Hope School in Suqian City, Jiangsu Province, in return for the re-posts from the responsible drinking supporters.

To celebrate Global Be(er) Responsible Day (GBRD) on Sept. 21, AB InBev, in partnership with Southern Weekend, China Youth Development Foundation, and the China Alcoholic Drinks Association Beer Branch, launched the Family Talk About Drinking program in Beijing. Psychologist Dr. Zhang Yijun serves as Chief Adviser for the program and attended the launch event. The effort included distribution by 2,000 employees in 50 cities of the first-ever parent guide on underage drinking prevention in China, as well as the launch of a social media app, “No Worries for Mums & Dads,” that provides parenting tips.

Taking Care of the Environment

In 2012, China contributed significantly to helping achieve our global environmental targets:

- Recycled 99.4 percent of our waste and brewing byproducts
- Reduced our water usage per hectoliter by 9.6 percent, a 38.9 percent improvement compared to 2009
- Reduced energy consumption per hectoliter by 10.1 percent, a 30.0 percent improvement compared to 2009
- Cut CO₂ emissions per hectoliter of production 10.8 percent, a 29.4 percent improvement compared to 2009

As part of our support for World Environment Day (WED), we successfully launched the “No Shave” campaign to increase awareness of water conservation. The program received strong support from senior management and internal employees, with 31 breweries and 2,521 employees participating. We also launched an online campaign to encourage consumers to take the No Shave Pledge. Our Wuhan brewery won the WED employee contest. Wuhan engaged its colleagues to take part in numerous initiatives, including continued water conservation actions that have contributed to a 10 percent reduction in water use per hectoliter over the last 12 months. The brewery’s reclaimed water project uses treated water inside our brewery walls for cooling, and outside our facility, the water is provided to the local community for gardens and fire suppression.

Community

Excise taxes paid
RMB 1,385,583 (220,212 USD)

Capital investment
More than RMB 4,350,000 (691,350 USD)

Number of employees who volunteered
- 2,998 WED employee volunteers
- 1,171 GBRD employee volunteers
- 113 employees for other volunteer programs

AB InBev China is committed to developing Hope Schools where we establish breweries to show our support for education and the local communities where we operate. The Suqian Hope School is the seventh school we have supported in China. Sha Yi and Hu Ke, AB InBev’s Responsible Drinking Ambassadors, local government officials, and AB InBev employees attended the ground-breaking ceremony. In addition to books, stationaries and physical education equipment, we also provided office equipment and partnered with the uniform company to design and provide new school uniforms, as well as a library.

More than 40 AB InBev employees and their families participated in the “Challenging 8 Hours” Charity Walkathon organized by the China Youth Development Foundation. Each participant was required to walk at least 25 kilometers in eight hours, raising RMB 12 (the price of one book) per kilometer. Through AB InBev employees’ efforts and other charitable initiatives, a total of 4,000 books were donated to rural children.

Outlook for 2013

In 2013, Anheuser-Busch InBev China will continue its strong performance in the areas of responsible drinking, environment and community. We will continue to promote responsible drinking through our Designated Driver and Family Talk About Drinking programs. On the environment front, we will set new challenging goals to become the most green and efficient brewer in China, while maintaining our quality brewing process. In addition, we will strengthen our outreach to employees and wholesalers via tailor-made community programs. We will also launch an environmental and community project called Grow Barley to help thousands of farmers improve their barley growing skills and increase their income.

“As the leader in CSR, AB InBev has set up a positive brand and social image for the whole industry. We believe that under the leadership of such an advanced enterprise, the whole industry will march rapidly into a new era of ‘self-regulation and responsibility.’”

Mr. Wang Yancai, Chairman of China Alcoholic Drinks Industry Association