ALCOHOL INDUSTRY INTERFERENCE WORLDWIDE

Big Alcohol Exposed
10 LARGEST ALCOHOL PRODUCERS IN THE WORLD
The 10 largest alcoholic beverages companies worldwide, ranked according to total annual sales (domestically and internationally), as of December 2018. Company sales may include products other than alcoholic beverages.¹

1. Anheuser-Busch InBev  
   US$56.4 billion (up 23.7%)
2. Heineken Holding  
   $24.7 billion (up 7.4%)
3. Asahi Group Holdings  
   $19.4 billion (up 23.6%)
4. Kirin Holdings  
   $16.6 billion (down -13.1%)
5. Diageo  
   $15.7 billion (up 3.3%)
6. Suntory Holdings  
   $11 billion (up 21.3%)
7. Molson Coors Brewing  
   $10.9 billion (up 122.4%)
8. Pernod Ricard  
   $10.2 billion (up 5.2%)
9. Carlsberg  
   $9.4 billion (up 1.1%)
10. Kweichow Moutai  
    $8.5 billion (up 70%)

The alcohol industry is manufacturing pre-mature death and disease, for example NCDs such as cancer, cardiovascular disease, or diabetes; or infectious diseases like HIV/Aids or tuberculosis. Moreover, the practices and products of Big Alcohol fuel accidents, injuries and violence, mental ill-health and suicides, and cause loss of quality of life.

The economic burden of alcohol worldwide is substantial, accounting for up to **5.44% of Growth Domestic Product** in some countries²
- India: Even after adjusting for tax receipts from the alcohol trade, alcohol poses a net economic loss of $1506 billion. This amounts to an average loss of 1.45% of GDP per year³
- South Africa: Total costs of alcohol use were estimated at 10-12 % of GDP in 2009⁴
The International Alliance for Responsible Drinking (IARD) is directly funded by 11 of the largest multinational alcohol corporations. The IARD is the lobbying front group for Big Alcohol, comprising all three industry branches (wine, beer and liquor) and representing the majority of global and regional alcohol brands. Many of these corporations are interconnected among themselves and with other health harmful industries, especially the tobacco industry.

### Best buddies with Big Tobacco

The chairman of the board of AB InBev hails from Big Tobacco. Additionally, Altria, formerly known as Philip Morris, holds approximately a 10% economic interest in AB InBev, generating profits for Big Tobacco from the $36 billion global beer profit pool.⁵

### PR instead of scientific evidence

There is strong evidence that IARD is primarily a Big Alcohol public relations organization dedicated to the advancement of industry-favorable policies.⁶

### IARD attack on alcohol taxation

When negotiating the Montevideo Roadmap on NCDs in 2017, alcohol taxation was included as possible option in the draft version but dropped from the final version. Private sector entities, primarily representing the food and alcohol industries, were the only group to claim that taxing harmful products is inefficient and ineffective.⁷

### IARD attack on science about alcohol and cancer

IARD provides misleading information to undermine the public’s and lawmakers’ understanding of alcohol’s cancer risk. IARD is found stating that there is no increase in risk associated with ‘light or moderate’ alcohol use, that the increased risk is ‘in general associated with heavy alcohol use’ (undefined), or where it appears to imply that alcohol is protective of colorectal cancer in smokers.⁸
BIG ALCOHOL LOBBYING: WORLDWIDE FOOTPRINT OF INTERFERENCE

- Local alcohol tax obstruction
- Exploiting women to sell beer
- Election campaign interference
- Derailing first ever alcohol law
- Widespread tax avoidance
- Drafting national alcohol policies
- Non-compliance with sachet ban
- Complicity in genocide
- Upended cancer warning labels
- Road safety improvements obstruction
- Derailing alcohol strategy
- Lobbying against opening hours
- Road safety improvements obstruction
The unethical business strategies of the alcohol industry can be divided into 8 categories, these are taken right out of the playbook of Big Tobacco:

1. Promotion of “healthier” and “safer” products
2. Corporate Social Responsibility and public relations
3. Self-regulation
4. Unethical marketing
5. Aggressive lobbying and political interference
6. Shifting the focus and manufacture false debates
7. Attack legitimate science & intimidate scientists
8. Fund and run disinformation campaigns
9. Frame the issues in highly “creative” ways

Read more about these companies, their lobbying and see their company profiles at: https://iogt.org/the-issues/advocacy/exposing-big-alcohol/


IOGT International is the premier global network for evidence - based policy solutions and community based interventions to prevent and reduce alcohol harm.

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