



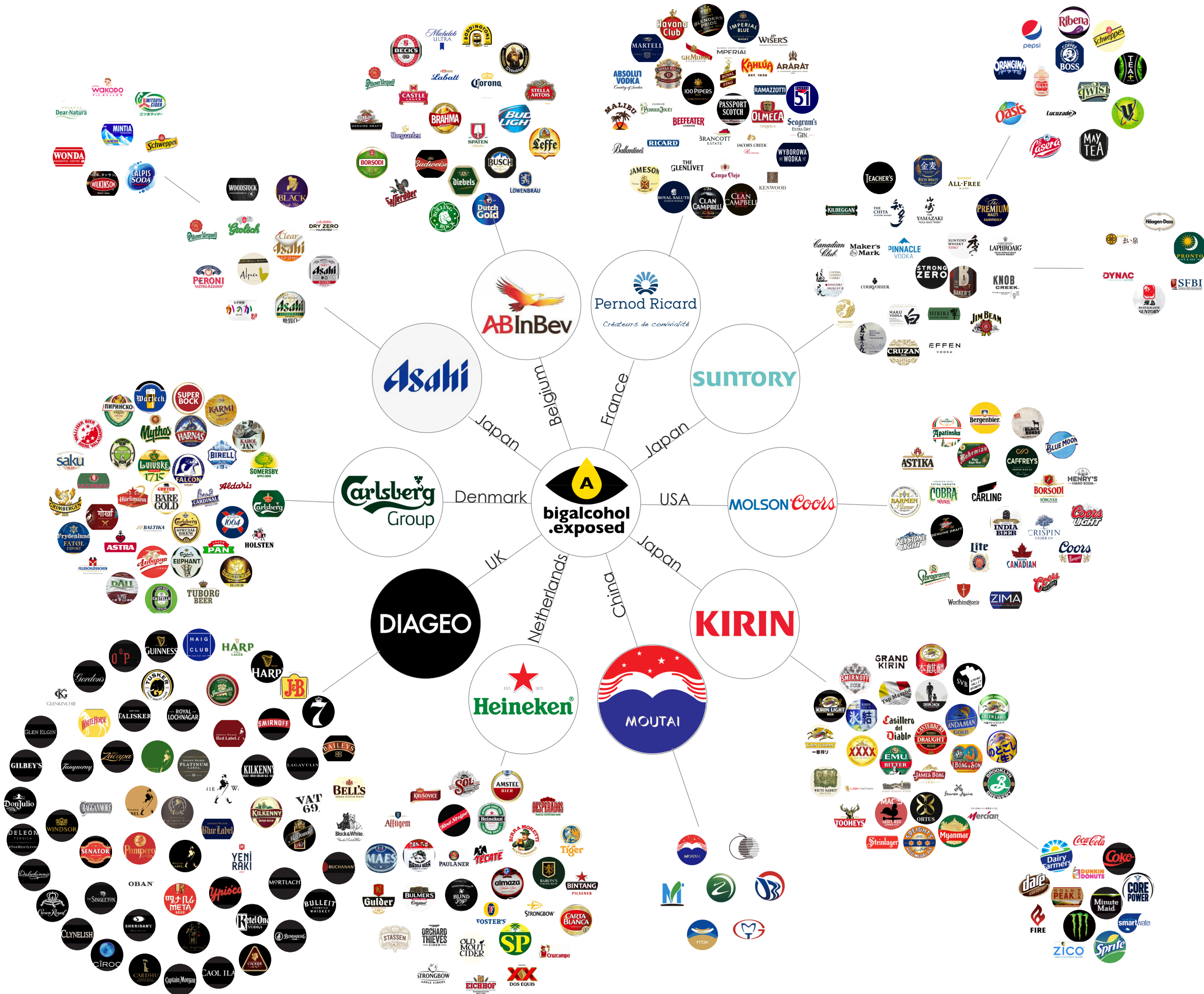
ALCOHOL INDUSTRY INTERFERENCE WORLDWIDE

Big Alcohol Exposed

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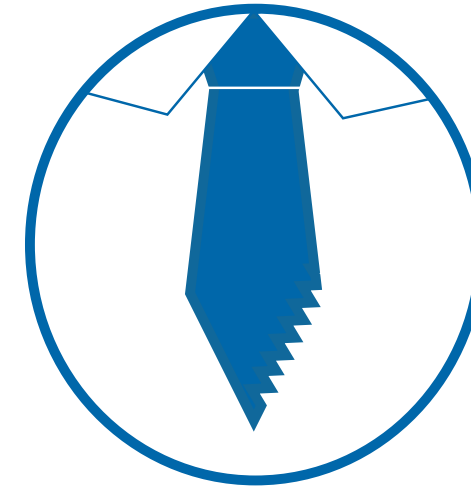


10 LARGEST ALCOHOL PRODUCERS IN THE WORLD



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%)

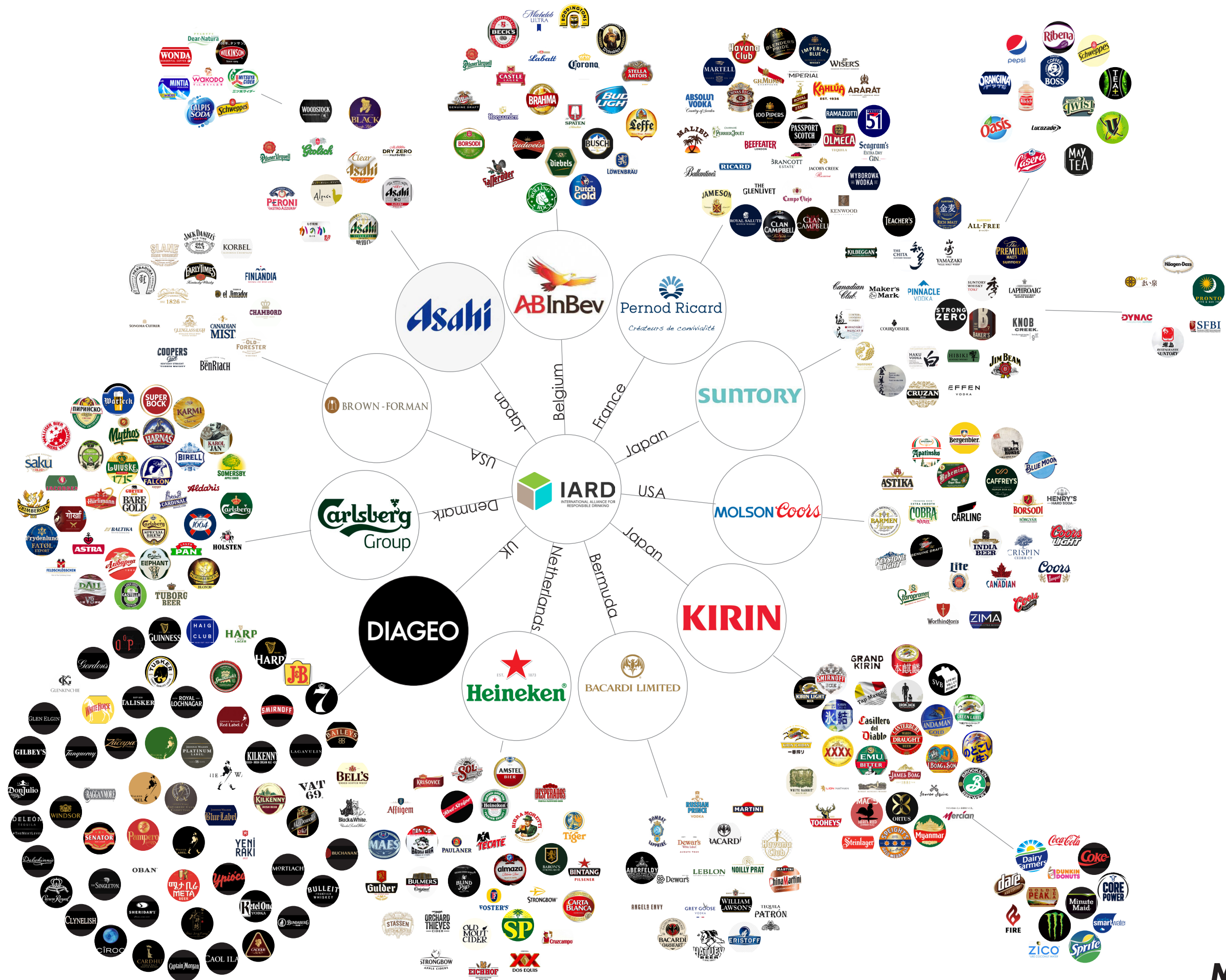


The alcohol industry is manufacturing pre-mature death and disease, for example NCDs such as cancer, cardiovascular disease, or diabetes; or infectious diseases like HIV/ Aids or tuberculosis. Moreover, the practices and products of Big Alcohol fuel accidents, injuries and violence, mental ill-health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



The International Alliance for Responsible Drinking (IARD) is directly funded by 11 of the largest multinational alcohol corporations. The IARD is the lobbyism 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**

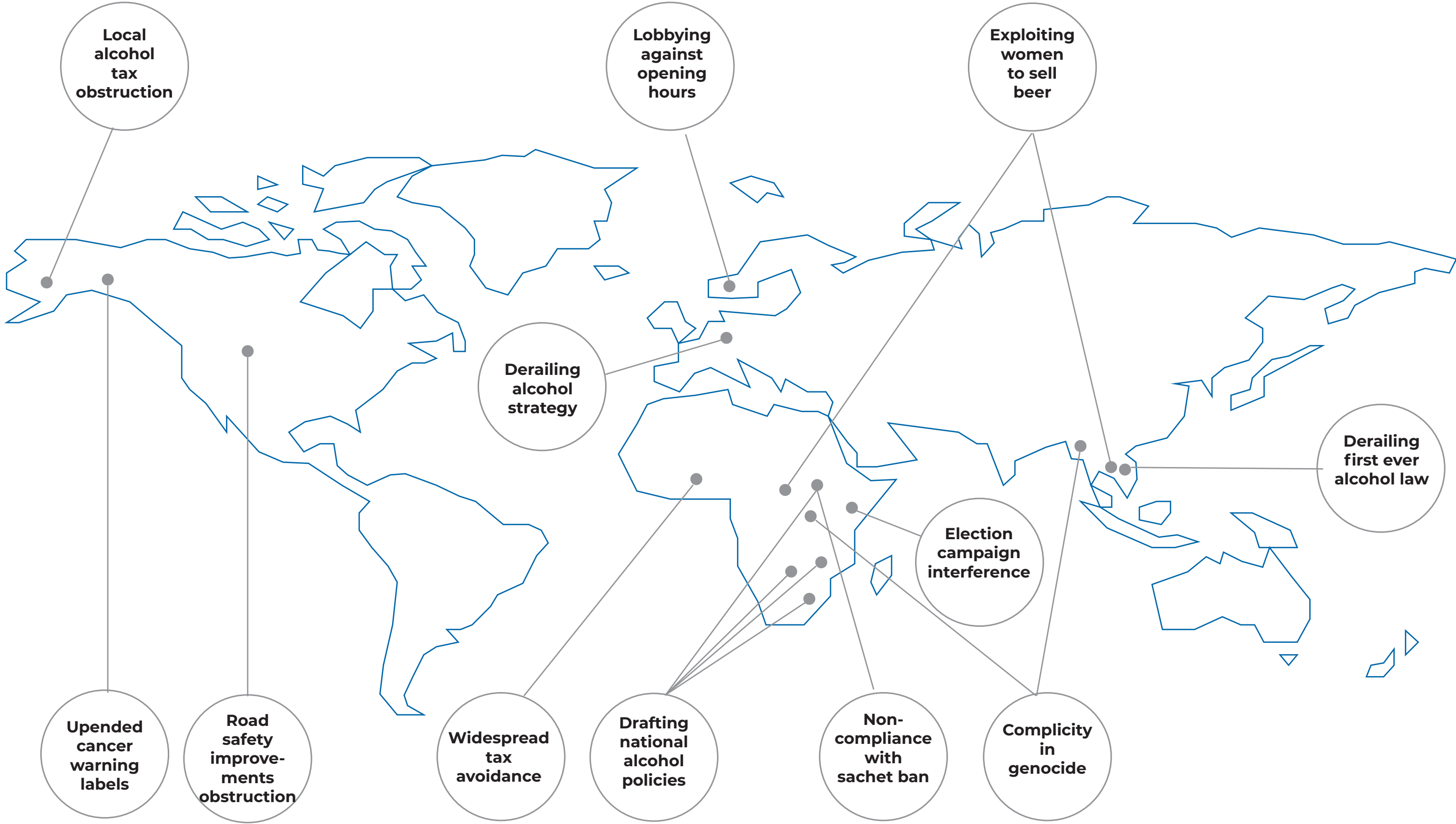
When negotiating the Montevideo Roadmap on NCDs in 2017, alcohol taxation was included as possible option in the draft version but dropped from the final version. Private sector entities, primarily representing the food and alcohol industries, were the only group to claim that taxing harmful products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



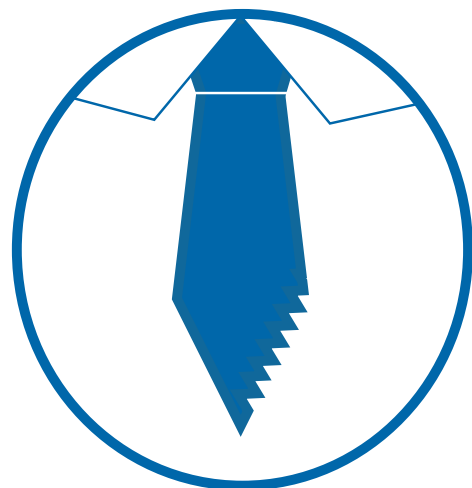
BIG ALCOHOL LOBBYING: WORLDWIDE FOOTPRINT OF INTERFERENCE



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://movendi.ngo/the-issues/ad-vocacy/exposing-big-alcohol/>



- Anchorage, Alaska: Obstruction of a local alcohol tax increase
- Kenya: Alcohol industry interferes in election campaign for MP Mututho who sponsored comprehensive alcohol act to lose his seat
- Uganda: Alcohol industry fails to comply with alcohol sachets ban
- Vietnam: Lobbying to derail country’s first ever comprehensive alcohol law
- Norway: Industry lobbies against local restriction of opening hours to reduce and prevent alcohol violence
- Sub-saharan Africa #1: draft national alcohol policies from the four African countries were almost identical proposed by the alcohol industry to Lesotho, Malawi, Uganda and Botswana as tailor-made respectively, but failing to include WHO-recommended alcohol policy measures to tackle population-level harm
- Germany: Alcohol industry derailed attempts to formulate a comprehensive alcohol strategy
- Sub-saharan Africa #2: widespread tax avoidance
- Rwanda and Myanmar: Collaboration with military/ rebel forces while they committed genocide
- Yukon, Canada: Big Alcohol Lobbied To Upend Cancer Warning Study
- South-East Asia, Africa: Use of beer promotion girls (“beer girls”) to sell beer in exploitative settings and conditions
- United States: Obstruction of road safety improvements through lowering BAC level

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- [2] Thavorncharoensap M, Teerawattananon Y, Yothasamut J, Lertpitakpong C, Chaikledkaew U. The economic impact of alcohol consumption: a systematic review. *Subst Abuse Treat Prev Policy*. 2009;4:20. Published 2009 Nov 25. doi:10.1186/1747-597X-4-20
- [3] Jyani, G., Prinja, S., Ambekar, A., Bahuguna, P. and Kumar, R. (2019). Health impact and economic burden of alcohol consumption in India. *International Journal of Drug Policy*, 69, pp.34-42.
- [4] Task Force on Fiscal Policy for Health (2019). *Health Taxes to Save Lives: Employing Effective Excise Taxes on Tobacco, Alcohol, and Sugary Beverages*. Chairs: Michael R. Bloomberg and Lawrence H. Summers. New York: Bloomberg Philanthropies. Available at: <https://www.bloomberg.org/program/public-health/task-force-fiscal-policy-health/>
- [5] Altria website: <http://www.altria.com/About-Altria/At-A-Glance/Pages/Financial-Strength.aspx> (accessed May 18, 2019)
- [6] Babor, T., ICAP's Metamorphosis: From Analysis, Balance, And Partnership To Industry Lobby Group? (2014) <https://movendi.ngo/blog/2014/08/05/icaps-metamorphosis-from-analysis-balance-and-partnership-to-industry-lobby-group/>
- [7] Whitaker Kasi, Webb Douglas, Linou Natalia. Commercial influence in control of non-communicable diseases *BMJ* 2018; 360 :k110
- [8] Petticrew, M., Maani Hessari, N., Knai, C. and Weiderpass, E. (2018). The strategies of alcohol industry SAPROs: Inaccurate information, misleading language and the use of confounders to downplay and misrepresent the risk of cancer. *Drug and Alcohol Review*, 37(3), pp.313-315.

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

Development through alcohol prevention

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