



FROM SPORTS TO SCREENS

Exposing Big Alcohol's Predatory Practices in 2024



RESET Alcohol

Movendi International is a global social movement for development through alcohol prevention. Our work creates a number of social goods for the benefit of society at large. We are dedicated to advance the common good, to embrace diversity, to protect the vulnerable and to help each other thrive as human beings. We have been working with people in their communities around the world for more than 170 years. We work to form, empower and promote human beings to support them in harnessing their full potential.

Big Alcohol Exposed is Movendi International's initiative to monitor, document, and counter the unethical practices of multinational alcohol companies and their front groups. It focuses on exposing the Dubious 5 strategies: derailing policy, targeting youth, undermining laws, spreading misinformation, and denying the harms of their products. The platform offers updated profiles of major alcohol producers, case studies of industry interference, and analyses of harmful practices, with a focus on protecting vulnerable communities.

This report has been supported by RESET Alcohol. A first of its kind, RESET Alcohol is a global initiative that brings together national governments, civil society, researchers, and leaders in public health and alcohol policy to implement three alcohol best-buy policies. RESET Alcohol provides financial, technical, communication and advocacy support to governments, civil society organizations and research institutions, primarily in Latin America, Africa and Asia.

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1. EXECUTIVE SUMMARY

The Big Alcohol Exposed Annual Report 2024 provides a detailed analysis of the alcohol industry's worldwide activities.

This report reveals the extent and penetration of Big Alcohol interference against people's health, evidence-based public policy, as well as healthy and inclusive societal norms.

The report exposes the predatory practices deployed by Big Alcohol in the past year, to protect and promotes its profits, expand markets, and undermine lives saving alcohol policy measures.

The products and practices of multinational alcohol corporations cause devastating health, social, and economic harms and this report shines a light on Big Alcohol's track record in 2024.

This report highlights the key themes, trends, and case studies that define the alcohol industry's operations in 2024, offering a roadmap for advocates and policymakers to address these challenges.

KEY HIGHLIGHTS

- The alcohol industry continues to prioritize their own profits over people's health by targeting vulnerable populations, resisting effective regulation, and promoting harmful myths about alcohol's benefits. Strategies such as health-washing, deceitful marketing, and political interference have been central elements of the alcohol industry's playbook in 2024.
- In 2024, key alcohol industry strategies included the normalization of alcohol through sports sponsorships, misleading health claims, greenwashing environmental impacts, and leveraging non-alcoholic product lines to build loyalty with alcoholic brands. These tactics not only obscure alcohol's inherent risks but also seek to embed the alcohol industry as an indispensable part of society.
- Big Alcohol continues to use economic power to pollute policy environments, and discourses often creating dependency relationships that hinder governments from implementing effective alcohol policy solutions. Investments and lobbying efforts in countries like Mexico, Uganda, and Brazil showcase the industry's ability to block regulations that prioritize people's health.
- Advanced data-driven marketing techniques and targeted campaigns increasingly focus on Generation Z, embedding alcohol brands into social and digital spaces frequented by young people. This includes the use of influencers, apps, and streaming platforms to bypass regulatory frameworks and normalize alcohol among the young generation.
- This year's case stories document how Big Alcohol uses misinformation, industry-funded research, and co-opted prevention programs to deflect scrutiny and obscure its role in driving and perpetuating harm. From promoting the debunked J-curve myth, to funding school-based programs in Spain, the industry continues to prioritize its image over public health accountability.

CALL TO ACTION

The findings in this report underscore the urgency of countering Big Alcohol's harmful practices. Public health advocates, researchers, and policymakers must remain vigilant in exposing these tactics and advancing evidence-based policies to protect communities from alcohol harm.

The Big Alcohol Exposed Annual Report 2024 aims to empower these efforts, providing critical insights and resources to challenge the alcohol industry's influence and promote healthier, more equitable societies.



2. INTRODUCTION

The Big Alcohol Exposed Annual Report 2024 presents a comprehensive overview of the alcohol industry's worldwide activities, strategies, and impacts over the past year. It highlights how Big Alcohol continues to prioritize profits over people's health, employing sophisticated tactics to influence policy, shape public perception, and expand market reach – at the expense of community wellbeing. This report aims to expose these practices, empower advocacy efforts, and support the implementation of ambitious, evidence-based solutions to reduce alcohol harm.

WHAT IS BIG ALCOHOL EXPOSED?

Big Alcohol Exposed is a global initiative dedicated to monitoring, documenting and exposing the unethical practices of the alcohol industry. Our mission is to uncover and analyze the strategies used by multinational alcohol companies to expand their markets, interfere against public policies, and deflect attention from the harm caused by their products and practices.

Through daily monitoring and robust research, Big Alcohol Exposed sheds light on the industry's tactics, offering a clearer understanding of the fundamental conflict between alcohol profits and public health.

PURPOSE OF THE REPORT

This report is designed to serve as a resource for advocates, policymakers, researchers, journalists and the public.

By bringing the harmful and predatory practices of the alcohol industry, out of the shadows, this report aims to hold the alcohol industry accountable for the harm it causes to individuals, communities, and societies.

By bringing to light the ways in which Big Alcohol manipulates public perception, undermines alcohol policy initiatives, sabotages laws and institutions, deceives people about the harm of their products, and promotes and normalizes alcohol, this report aims to increase public recognition of the insidious effects of alcohol industry interference.

And by providing case studies and real-world examples from around the globe, the report is a unique resource for anyone interested in dismantling alcohol industry narratives, advancing high-impact alcohol policy solutions, and shaping an informed and evidence-based public conversation about alcohol harm and the need for action.

By documenting key themes, strategies, and case stories from 2024, the report provides state-of-the-art insights into how Big Alcohol operates to maximize its profits, how alcohol companies adapt to changing realities, and how they resist and derail initiatives to protect people from the harms caused by their own products.

The report underscores the urgent need for collective action to address the alcohol industry's role in exacerbating global health and social challenges.

VISUALIZING THE PROGRESS

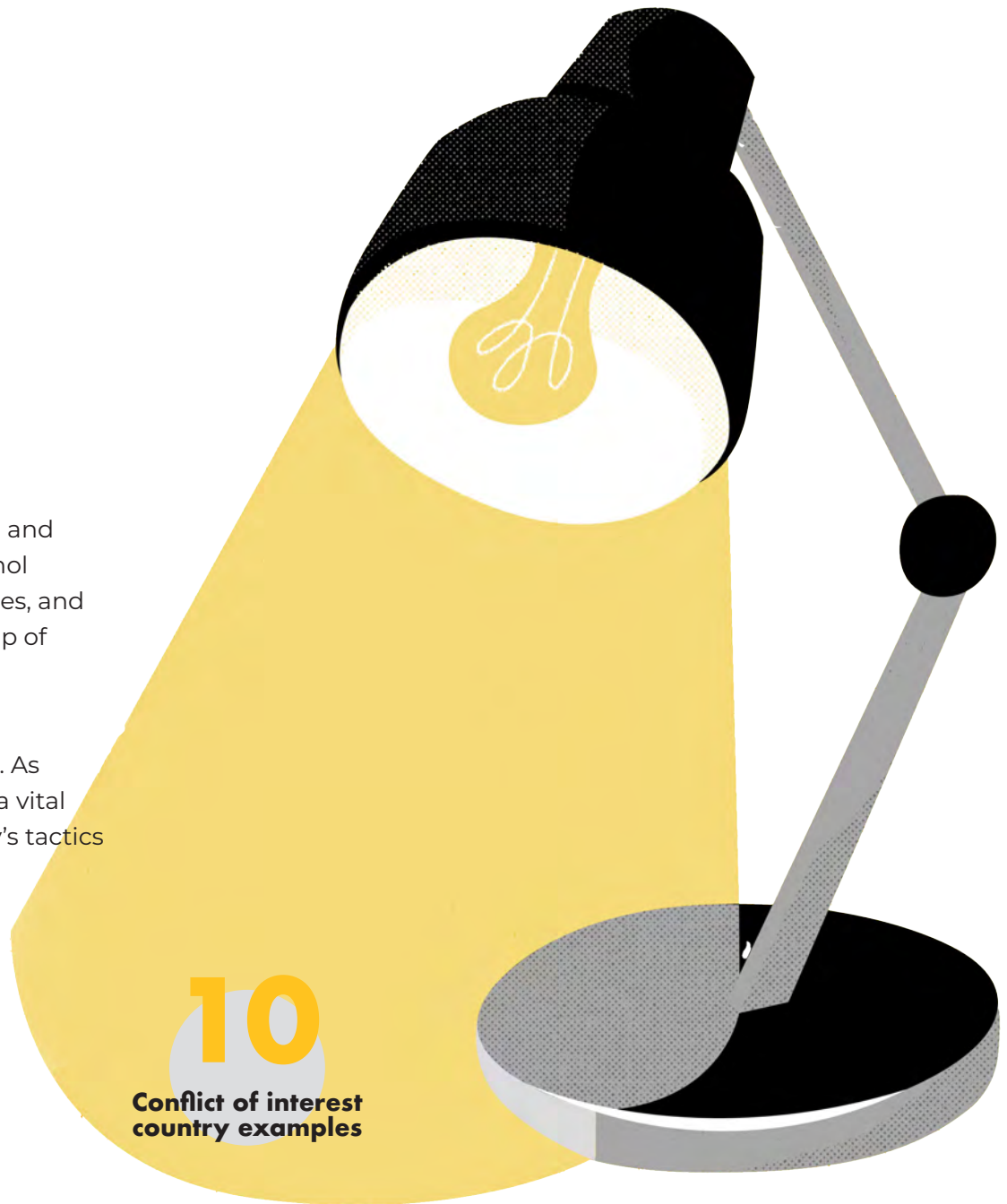
In 2024, Big Alcohol Exposed significantly expanded its monitoring and documentation efforts. This year, the initiative published 100+ alcohol industry misconduct reports, each revealing critical trends, strategies, and impacts of the alcohol industry – and together creating a world map of alcohol industry interference.

This demonstrates the growing capacity of Big Alcohol Exposed to document and counteract the alcohol industry's harmful influence. As global awareness of alcohol harm increases, this report represents a vital step in amplifying advocacy and ensuring that the alcohol industry's tactics do not go unchecked.

100+
misconduct
reports published

69
scientific studies
reviewed

10
Conflict of interest
country examples



3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY



3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY

Before we dive into the practices of Big Alcohol in 2024, we take a step back and clarify what a conflict of interest in the alcohol industry truly means. This chapter serves as a bonus to the report, providing key academic studies, industry quotes, and documentation from affected communities to illustrate how the alcohol industry consistently prioritizes profits over public well-being. By establishing this foundation, we can better understand the strategies and influence shaping alcohol policies and practices today.

INTRODUCTION TO BIG ALCOHOL'S CONFLICT OF INTEREST

In 2015, all countries of the world unanimously adopted the 2030 Agenda, including the 17 Sustainable Development Goals (SDGs). This agenda includes the recognition that alcohol is a major obstacle to development. Countries therefore committed to reducing per capita alcohol by 10% until 2030.

However, in 2022, Member States of the World Health Organizations recognized the lack of progress and identified alcohol as public health priority with urgent need to accelerate action. They adopted the WHO Global Alcohol Action, with a renewed focus on the most cost-effective, high-impact, and scientifically proven alcohol policy solutions. And they increased the ambition of the SDGs, committing to a 20% reduction of per capita alcohol use by 2030 – to ensure the achievement of health and development for all. **The profit maximization agenda of the alcohol industry is in direct and fundamental conflict with these goals.**

Alcohol companies have a fiduciary duty to maximize profits and to do that they need to ensure ever increasing, not decreasing, alcohol use in countries around the world.

In 2020, Jernigan and Ross [wrote](#) that Big Alcohol “companies are among **the world's more profitable large companies per dollar invested**. Revenues of the nine largest companies by volume for which data were available totaled \$141.2 billion (Euromonitor International, 2018)...”. Data from 2019 shows that the alcohol industry is the eighthmost profitable sector of 94 global industries assessed. They are less profitable than tobacco (number 3) but significantly more profitable for instance than soft drinks (number 40).

These profits drive the predatory practice of Big Alcohol – in political interference, marketing, buying science, and shaping the environments people live, work, and play in.

One example is buying political influence. For instance in the United States in 2024, the alcohol industry held “[nearly undisputed sway](#).” For the 2024 election cycle alone, Big Alcohol spent nearly \$22 Million and had 290 federal lobbyists, according to [Open Secrets](#). In the period from 1998 to 2020, the alcohol industry spent **\$541 million on lobbying** in the United States, according to a 2024 study. This spending on lobbying pays off: the

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US Congress decided to [reduce federal alcohol taxes](#) in late 2020 with bipartisan support – ignoring the massive and rising alcohol burden in the country.

In the United States, deaths caused by alcohol increased since 2016-17 by 29%. [178,000 people died due to alcohol](#) in 2021.

Another example that the windfall profits of Big Alcohol drive their predatory practices is marketing: “This high level of profitability provides the financial support for a wide range of marketing activities around the world,” [according to Jernigan and Ross](#).

This pits Big Alcohol with its profit maximization agenda against the 2030 Agenda and the Sustainable Development Goals. 14 of 17 SDGs, including health for all, are negatively impacted by the harm caused by products and practices of the alcohol industry.

Alcohol represents a leading burden of disease worldwide:

- In 2019, alcohol caused **2.6 million deaths globally** (4.7% of all deaths).
- Alcohol is a major obstacle to sustainable development. [Alcohol harm negatively affects 14 of 17 SDGs](#).
- Alcohol harm causes a [loss of 2.6% of GDP on average per country](#).
- Alcohol remains the [number one leading risk factor for death and disease among 15- to 49-years old](#).
- Current trends indicate that the global target of a 10% reduction of per capita alcohol consumption will not be achieved by 2030.
- Projections show that alcohol per capita consumption will rise, not decline, until 2030.
- Alcohol industry interference against proven alcohol policy measure is a key barrier to progress: two out of every five people lived in a country that reported such interference over the past three years

The alcohol industry has a clear, direct, and fundamental conflict of interest when it comes to public health action to protect more people from harms their products and practices cause.

This conflict of interest is visible in Big Alcohol's own strategy documents and from data revealing how much alcohol companies depend on heavy alcohol consumption occasions for major parts of their profits.

BIG ALCOHOL TARGETS YOUTH AND HEAVY ALCOHOL USERS

In a 2019 study called “**Recruiting the ‘Heavy-Using Loyalists of Tomorrow’**”, Maani and colleagues [examined](#) concrete case studies from alcohol industry data. They show how Big Alcohol uses alcohol advertising campaigns to target heavy alcohol consumers and young people.

Case studies from alcohol industry data:

“**If Miller Lite was to be a large profitable brand we had to attract these young heavy drinkers”.**

Miller Lite belongs to beer giant Molson Coors, one of the largest beer producers in the world.

The beer brand Stella Artois has also been exposed for targeting at-risk alcohol consumers with their marketing. According to internal documents reviewed by Maani and colleagues, Stella Artois calls this target group

3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY

“headbangers” – for whom the strength of Stella Artois is its key selling point. The Stella Artois advertising campaign was reported to successfully make **“younger middle-market heavy drinkers”** consume Stella Artois **“above average”**.

Stella Artois belongs to Anheuser-Busch InBev, the largest beer producer in the world.

But not only beer companies see the need to recruit heavy alcohol users and young people, the liquor industry does, too – as examples from a major whiskey brand show.

Famous Grouse identified the **“potentially disastrous implications of losing heavy [alcohol consumers]”** in 2006. Based on this analysis, they designed their advertising strategy:

“... whisky brands are very reliant on a small number of heavy, and increasingly ageing, consumers, to provide the majority of volume. The Famous Grouse was no exception... we had to attract more younger drinkers – the heavy-using loyalists of tomorrow”.

Famous Grouse belongs to The Edrington Group Limited, and international spirits company based in Glasgow, Scotland.

In 2021, a study revealed how much the alcohol industry profits of under-age alcohol use.

In the case of the United States, researchers [estimated](#) that youth under 21 accounted for **8.6% of the alcoholic drinks consumed and 7.4% of the dollars spent**, since young people buy cheaper alcohol.

This means that Big Alcohol made \$17.5 billion in one year and country from under-age alcohol use.

Three companies own most of the alcohol products that under-age people go for. They accounted for nearly half (44.7%) of the alcoholic drinks consumed by minors. Anheuser-Busch InBev accounted for 21.2% of these alcohol products, from which they earned \$2.2 billion. MillerCoors sold 11.1% of the booze, earning \$1.1 billion. Diageo sold 11.1% of the alcoholic beverages that youth consumed – and, since liquor tends to be more expensive per alcoholic drink compared to beer, earned \$2 billion from underage alcohol use.

Three companies accounted for 44% of the alcoholic drinks consumed by minors		
Anheuser-Busch InBev	21.1%	earned \$2.2 billion from minors
MillerCoors	11.1%	earned \$1.1 billion from minors
Diageo	11.1%	earned \$2 billion from minors



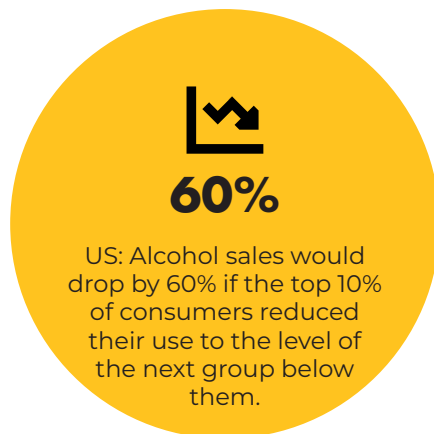
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BIG ALCOHOL'S DEPENDENCE ON HEAVY ALCOHOL CONSUMPTION OCCASIONS

In 2016, analysis of data collected in the International Alcohol Control study revealed the alcohol industry's reliance on heavy alcohol consumption.

- In higher income countries heavier alcohol consumption occasions make up ca. 50% of sales.
- In middle income countries heavier alcohol consumption occasions make up ca. 66%

This reliance, [researchers wrote](#), on heavy alcohol use underpins the conflicting interests between the profit maximization agenda of Big Alcohol on the one hand and the Sustainable Development agenda to promote people's health and well-being on the other hand.



COUNTRY EXAMPLES OF CONFLICT OF INTEREST

In this chapter, we document concrete country examples from around the world revealing the conflict of interest:

Canada

An [analysis](#) from 2015 showed that most alcohol consumption occasions in Canada exceeded the low-risk alcohol use guidelines, especially for underage and young adult alcohol consumers.

Over **92% of total consumption** occurred on days of high risk alcohol use among underage Canadians and over 91% of consumption reported by young adults took place during occasions of high risk alcohol use.

Czechia

In Czechia – one of the countries with the highest per capita alcohol use in the world – a small number of alcohol consumer, stands for the largest part of the profits for the alcohol industry: **One fifth** of the adult population consumes 67.8% of the total alcohol consumption.

The [alcohol industry targets advertising](#) to this vulnerable group, which brings high profits.

3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY

England, UK

If all alcohol consumers followed the low-risk alcohol use guidelines in the UK, the alcohol industry would lose almost 40% of its revenue, an estimated £13 billion, according to [research by the Institute of Alcohol Studies](#) and the University of Sheffield's Alcohol Research Group that was published in 2018, in the peer-reviewed journal Addiction.

The [analysis](#) revealed:

- People in the UK who are consuming more than the government's low-risk guideline of 14 units per week make up 25% of the population but provide 68% of the revenue for the alcohol industry.
- The 4% of the population consuming alcohol at levels identified as 'harmful' (over 35 units a week for women, over 50 units a week for men) account for almost a quarter (23%) of alcohol sales revenue.

Germany

A [research group calculated](#) in 2024 how dependent the alcohol industry is on heavy alcohol users in Germany: **50.4% of alcohol sales** in Germany, amounting to €5.82 billion, are due to high-risk alcohol use.

Australia

In 2022, the "Distribution of Alcohol use in Australia" report commissioned by the Foundation for Alcohol Research and Education (FARE) and undertaken by the Centre for Alcohol Policy Research (CAPR) [revealed](#) that alcohol companies rely on people who consume alcohol at the heaviest levels for sales and profits.

- The report exposed that alcohol companies are profiting most from people who consume alcohol at the heaviest levels.
- 5% of the Australian population consumed more than a third (36.1%) of all alcohol and averaged almost eight (7.83) alcoholic drinks per day per person.
- The 10% of the heaviest alcohol consumers drank 54.1% of all alcohol consumed.
- The 20% of the heaviest alcohol consumers accounted for 75% of all alcohol consumed.

Big Alcohol is clearly exploiting high-risk alcohol consumers to sell their products and maximize their profits.

These profits come at the expense of the health and wellbeing of families and communities across Australia," said FARE Policy and Research Director Mr. Luke Hutchins.

In 2024, a [landmark report](#) from FARE exposed that the alcohol and gambling industries are aggressively targeting at-risk alcohol users with digital marketing on social media.

3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY

Peru, South Africa, Thailand, and Vietnam

In 2018, [research](#) as part of the International Alcohol Control Study revealed the share of the alcohol market consumed in heavy alcohol consumption occasions.

- **Peru** reported that about ca. **50% of the alcohol market consumed alcohol in heavy episodic alcohol use occasions.**
- **South Africa** reported an extremely high share (**93%**) of the alcohol market consumed alcohol in heavy episodic alcohol use occasions.
- **Thailand** reported that **62% of alcohol consumption occasions** were heavy alcohol use occasions.
- **Vietnam** reported ca. **50% of the alcohol market** consumed alcohol in heavy alcohol consuming occasions.

The WHO defines heavy episodic alcohol use as consuming at least 60 g or more of pure alcohol on at least one occasion in the past 30 days.

The proportion of commercial alcohol consumed in high-risk consumption occasions in these four different countries reveals the reliance of Big Alcohol on heavy alcohol use.

United States

[Analysis](#) shows how heavily dependent the alcohol industry is on heavy alcohol users. If the highest 10% of alcohol consumers would reduce their alcohol consumption level to that of the next lower group (the ninth decile), Big Alcohol would be impacted significantly because total alcohol sales would fall by 60%.

While 30% of the US American population live free from any alcohol consumption and another 30% consume less than one alcoholic drink per week, on average, the top 10% of alcohol users – 24 million adults over age 18 – account for more than 50% of the alcohol consumed in any given year.

Clearly Big Alcohol is heavily dependent on heavy alcohol consumers for their profits.

“**One consequence is that the heaviest [alcohol users] are of greatly disproportionate importance to the sales and profitability of the alcoholic-beverage industry,”** Wrote Philip J. Cook, author of “Paying the Tab”.

Already in 2003, a [comprehensive study](#) showed that **underage alcohol users and adult heavy alcohol users** in the United States were responsible for 50.1% of alcohol consumption and 48.9% of consumer expenditure.

3. UNDERSTANDING CONFLICT OF INTEREST IN THE ALCOHOL INDUSTRY

CONCLUSION

The reliance of the alcohol industry on heavy alcohol consumption and underage alcohol use for major parts of their sales and profits presents serious public health and sustainable development challenges.

Rising alcohol consumption in a population fuels rising cases of cancer, heart disease, mental ill-health, violence and other social harms, as well as economic loss.

The alcohol industry's direct, inherent, and fundamental conflict of interest has far-reaching implications for public health and sustainable development.

The proportion of alcohol consumed in heavy alcohol consuming occasions in many different countries around the world exposes the reliance of Big Alcohol on heavy alcohol use for their profits. This reliance fuels alcohol industry lobbying and political interference against proven, evidence-

based, and high-impact alcohol policy initiatives because they threaten profits.

This clear conflict of interest between the alcohol industry and the people's health and development requires that the alcohol industry is excluded from the alcohol policy arena.

It is urgent and crucial that governments, civil society, academia, and the public act now to implement comprehensive alcohol policy solutions to protect more people from the harm caused by the alcohol industry.

It is time for a coordinated global response to protect public health, promote sustainable development, and ensure that the alcohol industry does not continue to undermine the well-being of populations across the globe.

4. GLOBAL OVERVIEW OF BIG ALCOHOL THEMES IN 2024



4. GLOBAL OVERVIEW OF BIG ALCOHOL THEMES IN 2024

Through systematic daily monitoring of alcohol industry activities worldwide throughout 2024, Big Alcohol Exposed has identified several significant themes in the alcohol industry's operations and tactics. This monitoring encompasses a wide range of sources including company announcements, marketing campaigns, policy interventions, media coverage, and academic research.

Our analysis reveals patterns of alcohol industry behavior that transgresses national boundaries and demonstrates the evolution of Big Alcohol's strategies to maintain and expand their market presence while interfering against health promotion initiatives.

The themes presented here emerge from detailed documentation of hundreds of alcohol industry activities across all continents, offering a comprehensive worldwide picture of how Big Alcohol operates globally. This approach allows us to move beyond anecdotal observations to identify systemic patterns in Big Alcohol's predatory practices and strategy.

What emerges is a concerning picture of an industry that continues to prioritize profit over people's health, adapting its tactics to counter growing health consciousness and alcohol policy initiatives while specifically targeting vulnerable populations.

Our analysis identified **six key themes** of how the alcohol industry seeks to interfere in societies around the globe:

1. **Hijacking Sports:** Big Alcohol's Strategic Push to Normalize Alcohol Through Elite Performance,
2. **Health-Washing:** Big Alcohol's Strategic Push to Co-opt Wellness Culture to Mask Harm,
3. **Green Disguise:** Big Alcohol's Strategic Push of Environmental Claims as Smoke Screen for Their Harmful Practices,
4. **Digital Predators:** Big Alcohol's High-Tech Tactics to Hook Young People,
5. **Money Talks:** Big Alcohol's Strategic Deployment of its Economic Power to Block Health Policies, and
6. **The Good Guy Image:** Exposing Big Alcohol's Corporate Responsibility Façade.

These themes represent the most significant Big Alcohol interference strategies in 2024, each documented by multiple cases across different regions and companies throughout the year.

HIJACKING SPORTS



HIJACKING SPORTS

Big Alcohol's Strategic Push to Normalize Alcohol Through Elite Performance.

The alcohol industry's aggressive pursuit of sports sponsoring in 2024 represents a calculated strategy to normalize alcohol consumption and reach younger audiences through trusted cultural channels. This approach has become increasingly insidious, with companies finding new ways to integrate their brands into sporting events despite growing awareness of alcohol harm and the inherent contradictions between alcohol and athletic achievement

MAJOR SPORTS PARTNERSHIPS

The year 2024 was marked by several high-profile sports sponsorships that raised serious public health concerns. The International Olympic Committee broke precedent by partnering with AB InBev, the world's largest beer producer, for the 2024 Games (and beyond), marking the **first-ever alcohol sponsorship of the Olympics**. This controversial decision directly contradicts the event's historical commitment to health and athletic achievement.

Molson Coors' Scottish Professional Football League (SPFL) sponsorship faced strong opposition from community groups and health experts, including Dr. Peter Rice, chairman of Scottish Health Action on Alcohol Problems, who emphasized that:

"Scotland is in the grip of an alcohol public health crisis."

The sponsorship particularly threatens youth, as football inspires loyalty across all age groups.

In Uganda, where over 50% of the 45 million population is under 18, Heineken launched an aggressive Premier League promotion campaign. The company deployed tanker trucks filled with beer to game screenings

and offered all-expenses-paid trips to the UK to watch matches. Media reports confirm that even "primary school children passionately and authoritatively" discuss Premier League matches, making them vulnerable to this marketing.

The Nairobi Marathon controversy saw Heineken and Diageo's Gordon's Gin sponsoring a community health event in direct **violation of Kenya's Alcoholic Drinks Control Act, which prohibits promoting alcohol at events involving children**. This family-oriented event was exploited by Big Alcohol for alcohol marketing purposes to normalize alcohol use in Kenyan sporting contexts.

HIJACKING SPORTS

Big Alcohol's Strategic Push to Normalize Alcohol Through Elite Performance.

YOUTH EXPOSURE

These partnerships raise serious concerns about their impact on young audiences. Research from the U.S. reveals more than half of adolescents report exposure to alcohol marketing during sports content viewing. Studies consistently show that this exposure leads to earlier initiation and heavier alcohol use among young people.

The normalization of alcohol in sports creates a particularly dangerous contradiction. In Uganda, where Premier League fever has “taken hold of the capital,” media reports document how “primary school children passionately and authoritatively discuss” matches while being simultaneously exposed to Heineken’s aggressive marketing campaigns. This exposure shapes young people’s perceptions of alcohol from an early age – and elevates the risk they begin consuming alcohol early and heavily.

Many sponsorships openly flout youth protection regulations. The Nairobi Marathon case exemplifies this, where Heineken and Diageo – two of the world’s largest alcohol producers – violated Kenya’s Alcoholic Drinks Control Act by promoting alcohol at an event involving children.

Similarly, in Australia, Diageo’s ads appeared during family shows like Lego Masters between 6:30-9:00 PM, **exploiting regulatory gaps in streaming platforms.**

STRATEGIC INTEGRATION

Companies have developed sophisticated methods to embed their brands in sports culture. **Delta Beverages’ US\$3 million sponsorship of Zimbabwe’s premier league** demonstrates how companies create multi-platform campaigns. The deal ensures two years of brand presence across all league activities, from team jerseys to social media content, creating inescapable exposure for young fans.

Uganda Breweries (owned by Diageo) launched special edition rugby jerseys for **“Guinness Fun Rugby” events, spending 400 million Ugandan shillings** on partnerships with the three largest rugby clubs. This complements their Premier League promotions where they deploy beer tankers to game screenings and offer UK match trip prizes.

Molson Coors’ partnership with the Scottish Professional Football League shows how companies integrate alcohol into match-day experiences. Research by SHAAP reveals that while fans recognize the need for sport funding, there’s limited appetite for alcohol industry sponsorship, yet the industry persists in exploiting these platforms.

The AB InBev Olympic sponsorship represents a particularly concerning evolution, marking the first time the Olympic movement has partnered with Big Alcohol despite its historic commitment to health and athletic achievement. This partnership risks influencing millions of young viewers worldwide who look up to Olympic athletes as role models.

HEALTH WASHING



HEALTH WASHING

Big Alcohol's Strategic Push to Co-opt Wellness Culture to Mask Harm

The alcohol industry has adapted its strategies to leverage the growing global focus on health and wellness, creating a facade of alignment with these values while continuing to prioritize their own profits over people's health. This health-washing approach uses clever marketing, misleading health claims, and strategic product placement to present alcohol as compatible with a healthy lifestyle – despite overwhelming evidence to the contrary.

This chapter explores how Big Alcohol deploys health-washing strategies to maintain and increase sales and profits. From the calculated use of non-alcoholic products as marketing tools, to the propagation of debunked health claims, the alcohol industry manipulates public perception.

NON-ALCOHOLIC PRODUCT STRATEGY

Multinational alcohol companies are increasingly using non-alcoholic products as a strategic tool for brand expansion and youth targeting.

Heineken Mexico's misleading campaign frames their non-alcoholic product expansion as an effort to "reduce alcohol consumption, especially among young people and minors." However, WHO research shows no evidence that these products decrease overall alcohol consumption. In fact, the aero-alcohol product market represents less than 1% (\$13 billion) of the total alcohol market (\$1,600 billion), suggesting these products serve primarily as marketing vehicles.

The Dutch Brewers Association – representing beer industry giants such as AB InBev, Asahi, and Heineken – funded research claiming non-alcoholic beer leads to reduced alcohol consumption in the Netherlands. This industry-sponsored study exemplifies how companies manipulate research to protect their interests while avoiding evidence-based policies that would

effectively prevent and reduce alcohol harm.

Companies strategically use non-alcoholic products to circumvent alcohol marketing regulations and normalize their brands in spaces where alcohol advertising has usually been off-limits, such as morning social gatherings, workplace events, and youth-oriented venues. This "alibi marketing" allows alcohol companies to build brand recognition among future consumers creating an image of being socially responsible. The Paris Olympics sponsorship by AB InBev is a clear and concerning example of this practice.

HEALTH BENEFIT CLAIMS

The alcohol industry continues to promote misleading narratives about alcohol's health impacts, directly contradicting scientific consensus.

Drinkwise Sweden actively promotes the debunked "J-curve" claim, suggesting cardiovascular benefits from low-dose alcohol use. This continues despite clear and growing evidence that alcohol causes cancer, cardiovascular disease – and that there is no safe or healthy level of alcohol consumption. This misinformation campaign exemplifies how industry-funded organizations **deliberately create confusion** about alcohol's health impacts.

HEALTH WASHING

Big Alcohol's Strategic Push to Co-opt Wellness Culture to Mask Harm

In Brazil, AB InBev launched a “smart drinking” campaign through brands such as Budweiser and Corona, promoting the misleading concept that alcohol consumption should be “controlled and managed” by individuals. This messaging **ignores WHO's evidence** that any level of alcohol consumption increases health risks, including cancer and cardiovascular diseases.

The Philippines Standards Coalition, backed by global alcohol industry giants including Diageo, Pernod Ricard, Moët Hennessy, Brown-Forman, and Bacardi, claims to address “harmful alcohol use” while avoiding evidence-based policies that would reduce overall consumption. This coalition exemplifies how the industry creates parallel structures to avoid effective regulation while appearing health conscious.

WELLNESS MARKETING

Alcohol companies increasingly sponsor fitness and wellness events to position their products as integral to healthy lifestyles. In response to growing health consciousness among consumers, alcohol companies have developed product lines marketed as “healthier” choices. These include low-calorie and low-sugar options, such as Molson Coors' Vizzy and Constellation Brands' flavored seltzers. While these products appear to cater to wellness-oriented preferences, they obscure the fact that no level of alcohol use is free from health risk. By leveraging the language and **imagery of wellness, companies seek to reshape consumer perceptions**, making alcohol appear less harmful and more aligned with health-conscious lifestyles.

In 2024, a [landmark study](#) revealed that these products and their deliberate labeling about “nutrients” or **no/ low sugar content create a health halo**

for alcohol products. Researchers found that the provision of detailed nutrient information distracted people from considering the alcohol in the product as a potentially harmful component. Instead, they were left with the impression that there was nothing present to worry about at all. Researchers also showed that the alcohol industry with their “wellness” labeling exploits people's tendency to judge product healthiness according to sugar content. But this is problematic with regards to alcohol products given recent evidence showing that low sugar claims can provide an overall health halo to alcoholic beverages.

Additionally, alcohol brands use influencers and content marketing to embed themselves within the wellness culture. Influencers on platforms like Instagram promote moderate alcohol use as part of self-care routines, creating aspirational narratives that align alcohol consumption with authenticity and well-being. This tactic is particularly effective at reaching young, impressionable audiences, further entrenching the normalization of alcohol within everyday life.

By positioning itself as part of the solution to public health challenges and people's health concerns, the alcohol industry seeks to deflect attention from its role in perpetuating harm and to undermine initiatives for evidence-based policies that seek to prevent and reduce alcohol harm.

By infiltrating wellness culture through fitness events, “healthier” product lines, and influencer partnerships, alcohol companies aim to normalize their products as part of everyday wellness routines.

GREEN DISGUISE



GREEN DISGUISE

Big Alcohol's Strategic Push of Environmental Claims as Smoke Screen for Their Harmful Practices

Environmental sustainability has become a key tool of Big Alcohol for deflecting attention from harms their products and practices cause. Alcohol companies are strategically leveraging the growing public concern about the climate crisis to green-wash their public image.

STRATEGIC ENVIRONMENTAL INITIATIVES

Big Alcohol deploys deceptive greenwashing campaigns to mask the environmental, health, social, and economic harm their products and practices are causing.

Heineken's sixth consecutive sponsorship of Rock in Rio exemplifies the alcohol industry's strategic use of environmental events. While promoting "green energy" and "micro forests," the beer giant uses sustainability claims to deflect attention from alcohol's significant environmental and public health harm.

Uganda Breweries Limited, a subsidiary of Diageo, launched sustainability initiatives as part of the Bell Lager ObaFest in 2024. This event was marketed as environmentally responsible but lacked substantive commitments to addressing alcohol's broader environmental harms, such as fueling water insecurity and pollution. Diageo's branding emphasized sustainability partnerships, but these efforts primarily served as green disguise to distract from the industry's contributions to serious alcohol burden and environmental degradation. In Uganda.

Heineken Brazil launched extensive ESG (Environmental, Social, and Governance) initiatives in 2024, partly to distract from slave labor practices

exposed in 2023. This came while the company's water usage remains a critical issue – producing one liter of beer requires 298 liters of water, often in water-stressed regions like Mexico, where Heineken's operations exacerbate water scarcity.

Absolut Vodka's paper bottle initiative is another example of greenwashing, where superficial environmental innovations are used to enhance brand image. While such projects may reduce packaging waste, they fail to address the larger resource-intensive nature of alcohol production, which contributes to greenhouse gas emissions and unsustainable agricultural practices.

IMPACT OBSCUREMENT

In 2024, alcohol companies have deliberately deployed deceptive tactics to obscure the broader environmental harm caused by their products.

For example, Molson Coors launched a campaign showcasing water stewardship in selected regions but failed to address the company's overall contribution to water scarcity through beer production globally. This selective focus allows the company to highlight small-scale successes while downplaying and disguising the alcohol industry's systemic exploitation of scarce resources to the detriment of local communities.

GREEN DISGUISE

Big Alcohol's Strategic Push of Environmental Claims as Smoke Screen for Their Harmful Practices

Another common strategy in 2024 was **leveraging carbon offset programs**.

AB InBev, for instance, touts its participation in renewable energy projects and carbon-neutral certifications, creating a misleading impression of environmental responsibility. However, these initiatives neglect the significant greenhouse gas emissions generated by their global supply chains and production processes, which are largely left unaddressed in public reporting.

COMMUNITY ENGAGEMENT

Community-level environmental initiatives were a cornerstone of the alcohol industry's greenwashing tactics in 2024.

For example, Carlsberg's cultural campaigns in Sabah and Sarawak, Malaysia, included tree-planting programs and local biodiversity preservation projects. These initiatives create a veneer of environmental responsibility but do nothing to address the harm caused by the company's aggressive alcohol marketing in these communities, which exacerbates health and social inequalities.

Alcohol companies also collaborate with local governments to enhance their image.

In Africa, Diageo has partnered with municipal water authorities to build water access points in underserved areas. While these projects provide limited services to people, they serve more as public relations investment to distract from the environmental damage caused by water-intensive alcohol production processes in the same drought-stricken regions.

Additionally, leveraging high-profile global events has become a strategy for engaging communities in 2024. AB InBev's sponsorship of Earth Day programs in Latin America showcases environmental education and cleanup activities while distracting from any discussion of the alcohol industry's significant contributions to environmental degradation. These partnerships provide companies with credibility and goodwill, deflecting attention from the harm inherent in their core business operations.

By focusing on narrowly defined environmental “wins”, alcohol companies shift public attention from their more significant environmental (and the even greater health, social, and economic) consequences, such as agricultural resource depletion, deforestation, biodiversity loss, and the production of single-use packaging materials that exacerbate global waste challenges.

DIGITAL PREDATORS



DIGITAL PREDATORS

Big Alcohol's High-Tech Tactics to Hook Young People

The alcohol industry has significantly evolved its digital marketing strategies to reach younger and other at-risk audiences, demonstrating sophisticated and insidious use of technology and cultural touchpoints to build brand loyalty among future consumers.

DIGITAL PLATFORM DEVELOPMENT AND YOUTH TARGETING

Big Alcohol employs increasingly sophisticated digital strategies to reach young people and turn them into alcohol consumers.

Heineken became the **first-ever alcohol company to sponsor CCXP in Brazil**, the world's largest pop culture festival. The sponsorship secured **exclusive rights to sell beer at an event where children as young as five can attend** with guardians, and teens 16 and above can attend independently.

Diageo's partnership with Netflix's **"Squid Game"** for Johnnie Walker-branded products deliberately targets a show where 41.65% of viewers are aged 18-29, and 58.65% are between 18-34. Reports from the UK revealed **children as young as six have been influenced by the show**, raising serious concerns about alcohol marketing exposure to minors.

Children in Australia were exposed to Diageo's alcohol advertisements during family-friendly shows like **Lego Masters and Australian Ninja Warrior** on streaming platforms. Senator David Pocock's investigation revealed these ads were strategically placed during prime viewing hours (6:30 PM - 9:00 PM), exploiting regulatory gaps between traditional TV and streaming services.

DATA-DRIVEN YOUTH MARKETING

The alcohol industry has embraced the use of advanced data-driven techniques to target Generation Z – children and youth born between 1997 and 2021 and approximately between 13 and 28 years of age – exploiting Gen Z's digital presence and values to hook them to alcohol and drive alcohol consumption up. By leveraging innovative technology and cultural narratives, **Big Alcohol embeds their brands into the lives of young people**, normalizing alcohol use despite its risks. These strategies illustrate how Big Alcohol adapts to evolving trends to ensure the next generation becomes loyal consumers.

In the UK, the Dusk app exemplifies this trend by **offering free alcoholic drinks in exchange for personal data**. This transactional approach enables alcohol companies to collect detailed consumer profiles, allowing them to deliver highly tailored promotions that resonate with younger audiences in social settings. This practice not only promotes alcohol consumption but also fosters a sense of reward and normalization around alcohol use, particularly in nightlife and peer-driven environments.

Asahi's "Sub Zero" campaign explicitly targets Gen Z by tying their product to themes of rebellion and frustration with societal norms. Framed as a "healthier choice" due to its zero-sugar content, the campaign capitalizes

DIGITAL PREDATORS

Big Alcohol's High-Tech Tactics to Hook Young People

on Gen Z's health-conscious mindset while glossing over the fact that no level of alcohol use is risk-free. This dual messaging – rebellion against the old and alignment with new health trends – strategically positions the brand as relevant and appealing to young people.

Additionally, research underscores the industry's pervasive reach among adolescents. In the U.S., more than half of teenagers report exposure to alcohol marketing through traditional and digital media, including TV, streaming platforms, and cinemas. This widespread exposure demonstrates the alcohol industry's ability to infiltrate spaces frequented by young audiences, ensuring its messaging continues to shape perceptions of alcohol use long before the minimum legal age for alcohol consumption.



OTHER PREDATORY ALCOHOL MARKETING DRIVEN BY DATA

In 2024, revelations by the Foundation for Alcohol Research and Education (FARE) in Australia made waves. [A landmark report exposed “predatory marketing practices”](#) of companies who target people at high risk of gambling or alcohol-related harm.

Alcohol companies deliberately use data on people who are at risk of harm and who are trying to reduce their use of alcohol. Big Alcohol does this to fuel targeted marketing on Facebook.

- A total of 201 alcohol companies uploaded data on 10 people in the study.
- One woman who was trying to reduce her current high-risk alcohol use had 123 alcohol companies upload data about her to target her with marketing.
- Another woman who has been trying over the past 10 years to reduce her alcohol use had 95 alcohol companies upload data about her.

These are examples for the key finding that Big Alcohol uses the data that Facebook collects to **exploit people's vulnerabilities**, when **they face alcohol problems** and **seek information and help but are being targeted and bombarded with alcohol ads instead.**

MONEY TALKS



MONEY TALKS

Big Alcohol's Strategic Deployment of its Economic Power to Block Health Policies

In 2024, the alcohol industry increasingly deployed its economic power to interfere against public policy initiatives to protect people and societies from alcohol harm. With the strategic deployment of its economic power Big Alcohol demonstrates sophisticated understanding of how they can exploit and utilize economic dependencies to shape political outcomes in favor of their private profit maximization agenda.

BIG ALCOHOL'S JOB CLAIMS DERAILS ALCOHOL LEGISLATION

In Uganda, the alcohol industry derailed the Alcoholic Drinks Control Bill in 2024, destroying a years-long process that sought to address the country's heavy alcohol burden. The Alcoholic Drinks Control Bill aimed to modernize outdated laws and address rising alcohol harm.

This defeat for people's health came after intense lobbying and interference from the alcohol industry. A [report](#) from the Parliamentary Joint Committee on Tourism, Trade and Industry and Health provides a revealing case study of how the alcohol industry exerts its influence to shape – or in this case derail – legislation that sought to promote people's health.

In June 2024 [a study](#) revealed how Big Alcohol deployed social media to create a parallel universe where actual alcohol harms and effective policy solutions were absent.

The alcohol industry presents itself as indispensable to Uganda's future and leveraged relationships with politicians, partnerships with government, and a coalition with farmers to oppose and derail the much needed alcohol bill – even though their claims lack substance and are at odds with the evidence.

Big Alcohol and their lobbyists launched a coordinated campaign, pushing misleading narratives about economic harm, including claims that the bill would hurt small businesses and lead to job losses.

One of the most explicit examples of this lobby campaign can be seen in the Joint Committee's repeated emphasis on the sector's "economic contribution". The report devotes significant space to outlining the number of jobs created and the tax revenue generated by the alcohol industry. **The report relies exclusively on data provided solely by the alcohol industry,** which is a significant concern because the alcohol industry routinely inflates these figures. **Remarkably, there are no references to the submissions of civil society,** such as the Uganda Alcohol Policy Alliance that lead advocacy for an improved and evidence-based Alcoholic Drinks Control Bill, in the report, other than a note that they were among the stakeholders who met with the committee and sent written submissions.

The report includes data provided by major alcohol companies that are subsidiaries of multinational alcohol giants, such as Nile Breweries Limited (owned by AB InBev) and Uganda Breweries Limited (owned by Diageo) to highlight the alcohol industry's contributions to the economy over the past four years.

MONEY TALKS

Big Alcohol's Strategic Deployment of its Economic Power to Block Health Policies

The alcohol industry in Uganda claimed that over 800,000 jobs in the country were directly tied to alcohol production. However, a closer analysis reveals that more than 90% of these jobs are in sectors like retail, which are not exclusively dependent on alcohol sales – meaning **these jobs would exist also when alcohol consumption would decline.**

This focus on the economic value of the alcohol industry downplays the significant health, social, and economic harms that were meant to be addressed by the Bill. The heavy focus on jobs and revenue serves as a smokescreen, deflecting attention from the real issue of public health and safety.

By exaggerating their economic importance and framing regulation as a threat to livelihoods, they deflected attention from the real extent of alcohol harm and the health, societal, and economic costs. Combined with lobbying pressure, these tactics succeeded in stalling a critical public health measure.

This case reflects a global pattern: alcohol companies exploit economic claims and spread misleading narratives about job creation to protect profits, particularly in low- and middle-income countries.

As in the case of Uganda, these tactics prioritize corporate interests over people's health, leaving governments paralyzed and communities to bear the burden of alcohol harm.

STRATEGIC INVESTMENTS AND ECONOMIC MANIPULATION

Big Alcohol strategically uses its economic power to shape public policy and protect its profit maximization agenda, often at the expense of people's health. These claims allow the alcohol industry to portray itself as essential to national economies, creating a narrative that makes it increasingly difficult for policymakers to prioritize people's health over corporate interests.

Constellation Brands' \$1.6 billion investment in Veracruz, Mexico exemplifies how Big Alcohol uses economic power to influence policy. The company met directly with the incoming president, effectively buying influence while positioning their investment as crucial for local development. This strategy creates what health advocates call **"economic hostage-taking,"** where governments become hesitant to address alcohol harm with evidence-based, high-impact alcohol policy solutions for fear of jeopardizing significant economic contributions from Big Alcohol – ignoring the high costs of alcohol harm and **net loss for society.**

San Miguel Corporation in the Philippines has expanded beyond alcohol into critical infrastructure sectors including airports, roads, and power generation. This strategic diversification grants the alcohol industry giant unprecedented political leverage, making it increasingly difficult for the government to implement comprehensive alcohol policies that the country would urgently need. The alcohol company's deep entanglement in both public and private sectors raises serious concerns about conflicts of interest in national health policy making.

In Brazil, major beer companies, including Ambev (owned by AB InBev) and Heineken, are actively lobbying for lower taxes on beer, despite beer

MONEY TALKS

Big Alcohol's Strategic Deployment of its Economic Power to Block Health Policies

accounting for nearly 90% of alcohol sales by volume in the country. These lobbying efforts ignore the substantial societal costs of alcohol harm, including cancer and heart disease, alcohol use disorder, violence, and rising healthcare costs.

POLICY INTERFERENCE AND POLITICAL PRESSURE

In 2024, the alcohol industry deployed sophisticated lobbying strategies to undermine public health initiatives.

For example, in the United States, some Congress members have pushed to halt federal health studies on alcohol's harmful effects, particularly ahead of the 2025 Dietary Guidelines. This interference mirrors historical tobacco industry tactics to suppress health research. In the United States, Big Alcohol is having some members of Congress to do the dirty work for them to keep people in the dark about the true extent of alcohol risks harm in the country.

In 2024, AB InBev subsidiary **Bavaria emerged as the second-largest corporate donor to political parties in Colombia**, with the alcohol industry becoming the single **biggest spender on lobbying in the country**. This direct political investment demonstrates how the industry systematically builds influence to protect its interests.

The German wine lobby's extensive political interference practices were [exposed](#) by LobbyControl in 2024. The report exposed that the German Wine Growers Association spend **€226,000 on lobbying on behalf of the wine industry in Germany and the European Union** in 2022. They employed five lobbyists for their corporate political activity in Germany and the EU. LobbyControl also revealed policy incoherence in the German federal government: It spends €2 Million of public money on wine sales

promotion, even though it had also committed to introducing higher standards for alcohol marketing in Germany.

The lobbying practices of the German wine industry include systematic interference in policy processes through politicians, political parties, and federal ministries. Some of these politicians have been groomed by the wine lobby as “wine queens” during their youth and are part of networks and wine industry groups. For example, **Julia Klöckner**, Federal Minister of Agriculture and Food from 2018 to 2021, was also elected [German Wine Queen](#) in 1995.

LobbyControl also exposed how the German wine industry operates in promoting narratives that downplay alcohol harms, undermine science, and still promote the flawed claim of wine's health benefits.

THE GOOD GUY IMAGE



THE GOOD GUY IMAGE

Exposing Big Alcohol's Corporate Responsibility Facade

The alcohol industry has refined its approach to corporate social responsibility, using various strategies to present themselves as part of the solution to alcohol-related problems while avoiding effective and scientifically proven alcohol policy solutions.

"RESPONSIBLE DRINKING" CAMPAIGNS AND ALCOHOL INDUSTRY SELF-REGULATION

The alcohol industry deploys sophisticated messaging strategies to avoid effective regulation. In 2024, alcohol giants were exposed for a number of deeply troubling corporate social responsibility initiatives:

Carlsberg's "Celebrate Responsibly" campaign with Grab Cambodia uses "responsibility" messaging to shift blame for alcohol harm away from the product to the consumer. This partnership leverages "combined brand visibility and touchpoints" to saturate everyday environments with alcohol-related messaging while appearing socially responsible. But in Cambodia, approximately 50% of the adult population does not consume alcohol, according to WHO data released in 2024.

In Panama, the alcohol industry-backed Saber Beber Foundation, supported by Heineken, Pernod Ricard, and Diageo, promotes "responsible drinking" while actively opposing meaningful alcohol policy reform. This campaign implies alcohol can be consumed safely with "moderation", deploying strategic ambiguity by not defining what "moderate" or "responsible" means, and contradicting scientific evidence that no amount of alcohol consumption is safe.

Australia's alcohol advertising self-regulation system, managed by the Alcohol Beverages Advertising Code (ABAC), demonstrated Big Alcohol's preference for voluntary guidelines over effective government action to protect people from alcohol marketing. **A 56% increase in alcohol industry-funded research since 2009** shows how companies systematically build "evidence" to support self-regulation claims.

EDUCATIONAL SYSTEM INFILTRATION AND YOUTH PROGRAMS

Big Alcohol strategically infiltrates educational systems and youth-focused programs to shape perceptions about alcohol use from an early age. Under the guise of promoting "responsible drinking" or alcohol prevention, the alcohol industry gains access to schools and community programs, subtly normalizing alcohol while controlling narratives around its risks.

The Spanish Federation of Spirits gained access to schools through programs called "Not a Drop to Minors," targeting children as young as 14 despite evidence showing alcohol industry-funded education programs often normalize alcohol use and promote it as "normal" adult behavior.

THE GOOD GUY IMAGE

Exposing Big Alcohol's Corporate Responsibility Facade

In Colombia, Bavaria (owned by AB InBev) launched school programs promoting “smart drinking,” effectively gaining direct access to shape narratives around alcohol use while controlling messaging about alcohol-related risks.

Mothers Against Drunk Driving entered into a highly controversial partnership with Diageo North America during Super Bowl week. This highlights how Big Alcohol co-opts even opposition groups to enhance their image while avoiding effective policy measures.

CORPORATE SOCIAL RESPONSIBILITY MANIPULATION

Big Alcohol uses Corporate Social Responsibility (CSR) initiatives to shape public perception and deflect attention from the harm caused by their products and practices. By positioning themselves as socially conscious and community-focused, alcohol companies obscure their role in causing and perpetuating alcohol harm while gaining access to new markets and influencing policy discussions. These CSR strategies are deployed to mask conflicts of interest and undermine genuine public health efforts.

Diageo conducts an agricultural initiative in Africa. This exemplifies how Big Alcohol uses CSR to position themselves as benefactors while facilitating deeper market penetration. For this initiative, Diageo partners with local communities through agricultural projects while simultaneously expanding alcohol availability.

In Uganda, social media analysis reveals how alcohol industry actors create a **“parallel universe”** where actual alcohol harms and evidence-based solutions are notably absent. The industry's social media communications focus overwhelmingly on corporate social responsibility while ignoring the real impacts of their products.

The Córdoba City Council's partnership with Spirits Spain to “prevent alcohol consumption in minors” demonstrates how industry involvement in prevention programs creates fundamental conflicts of interest, undermining effective intervention strategies and exposing children to harmful information and narratives from the alcohol industry.

5. THE DUBIOUS FIVE IN 2024



THE DUBIOUS FIVE

The Dubious Five framework identifies the **five primary strategies** Big Alcohol employs to maintain its profits and market dominance:

- **Deception,**
- **Manipulation,**
- **Political Interference,**
- **Promotion, and**
- **Sabotage.**

In 2024, these strategies became increasingly sophisticated and pervasive, with the alcohol industry leveraging them to deflect criticism, shape public opinion, determine what people think about their products but also alcohol harm and policy solutions, and to obstruct evidence-based alcohol policy initiatives.

The 2024 cases of the Dubious Five show that the five different strategies are interconnected, and that Big Alcohol pursues multiple objectives by deploying each. They are therefore best understood in their entirety to assess impact on a given society.

This chapter examines key examples of the Dubious Five strategies in action, exposing how Big Alcohol deployed misinformation, co-opted narratives, and targeted lobbying to undermine and block health promotion initiatives. From creating misleading health claims to funding deceptive prevention programs, the alcohol industry's efforts reveal a relentless prioritization of profit over people's health and community wellbeing.

By documenting and exposing these activities, we aim to expose the predatory practices behind the alcohol industry's veneer of responsibility and highlight the urgent need for stronger safeguards against their interference.



DECEPTION



DECEPTION

Deception is a strategy deployed by the alcohol industry to hinder and obscure public recognition of the true effects alcohol harm. The focus of the Dubious Five strategy of deception is the public's recognition of the full extent of alcohol harm, the understanding of the risk caused by alcohol products, and the root causes of alcohol harm and their most effective alcohol policy solutions.

This strategy involves disseminating misleading information, promoting myths about alcohol's benefits, and downplaying its risks.

Using deception strategies Big Alcohol seeks to fuel cognitive dissonance among the public.

KEY DECEPTION CASE STORIES OF 2024

Alcohol Industry's Focus on Illicit Products Masks the Risks of Their Own (Legal) Products

Global liquor companies, including Bacardi, Diageo, and Pernod Ricard, are [campaigning against illicit alcohol](#) in the **Philippines**, citing health risks. However, this focus distracts from the fact that most alcohol harm stems from legal, commercial products. By targeting unrecorded alcohol, these companies avoid addressing the inherent risks of their own products, which burden healthcare systems and communities worldwide. **This practice exemplifies Big Alcohol's strategy of deception, aiming to obscure the true extent of alcohol harm and deflect attention from effective public health solutions.**

Big Alcohol Uses Social Media to Create Parallel Universe Where Actual Alcohol Harms and Policy Solutions Are Absent

A study examining the social media activities of major alcohol industry actors in **Uganda** reveals a strategic emphasis on corporate social responsibility (CSR) and policy framing to divert attention from the actual harms of alcohol and effective policy solutions. The [analysis of Twitter accounts](#) belonging to Uganda Breweries Ltd, Nile Breweries Ltd, and the Uganda Alcohol Industry Association found that 46.16% of their posts focused on CSR activities, portraying the industry as a vital and responsible part of Ugandan society.

This approach creates a “parallel universe” where the negative health and social impacts of alcohol are minimized or ignored, and industry-preferred policy solutions, such as self-regulation, are promoted over evidence-based public health measures. The study highlights the need for greater scrutiny of the alcohol industry's influence on public perception and policy through social media channels.

Exposing Big Alcohol's Dangerous Promotion of the J-Curve Myth

Drinkwise **Sweden**, a group connected to major alcohol producers such as Diageo, Pernod Ricard, and Bacardi, has been actively promoting the [debunked J-curve theory](#), which falsely claims low-dose alcohol consumption provides health benefits, particularly for cardiovascular health. This theory has been widely discredited by independent scientists and the World Health Organization, which states that no level of alcohol use is safe or healthy. **By perpetuating this myth, the alcohol industry seeks to create confusion about the health risks caused by their products, misleading the public and policymakers.**

MANIPULATION



MANIPULATION

Manipulation is a strategy deployed by the alcohol industry to control its image and cultivate brand value. The focus of the Dubious Five strategy of manipulation is the public image of the respective alcohol company, their brands and value.

Through activities such as Corporate Social Responsibility (CSR), greenwashing, pinkwashing, rainbow washing, whitewashing, and other forms of image management, Big Alcohol seeks to present itself as a “responsible” and “good corporate citizen”. These manipulation practices aim to divert attention from the harms caused by the products and practices of alcohol companies and negative spillover to the image and value of the companies and brands. These manipulation practices also seek to influence public perception and policy in favor of the alcohol industry’s profit maximization interests. (World Health Organization)

KEY MANIPULATION CASE STORIES OF 2024

Heineken’s Rock in Rio Sponsorship: Promoting Alcohol under the Guise of Sustainability

[Heineken’s sponsorship of Rock in Rio 2024](#) for the sixth consecutive year is a key example of using sustainability as a marketing tool. While the beer giant emphasizes its environmental commitment, associating its brand with this major music festival primarily serves to promote alcohol consumption among young people, using the “green” image to mask the industry’s broader impacts.

Heineken Attempts Greenwashing to Hide Water Usage and Labor Exploitation

Another significant instance of manipulation is Heineken’s campaign to appear environmentally responsible despite controversies over water usage and labor exploitation in its supply chain. By highlighting minor environmental actions, Heineken seeks to distract from critical issues such as the exploitation and depletion of scarce and increasingly insecure water sources as well labor rights abuses.

In 2024, Heineken Brazil [invested heavily into ESG](#) (Environmental, Social and Governance) in an attempt to clean the brand from the slave labor practices that were exposed in 2023.

Heineken in Brazil launched a partnership with Better Drinks – a company producing alcohol and other products that are described as “born with a purpose”.

Better Drinks focuses on “sustainability in the beverage sector”. It was formed when former Anheuser-Busch executive Felipe Szpigel teamed up with ex-Red Bull executive Felipe Della Negra.

With the partnership, Heineken gets to distribute Mamba Water. In branded news content in Brazil media – paid for by Heineken – the company claimed that this product was “born 100% due to the socio-environmental cause and even inspired the creation of an initiative in partnership with the Sisar Institute: the Mamba Water Project, which built a water treatment plant to supply more than 500 families from Acopiara (CE) for many years”.

But evidence and community resistance against beer factories shows:
The water footprint of beer is horrible – to make one liter, 298 liters of

MANIPULATION

water are used. This problem is worsened by the fact that large production facilities are not seldom placed in water-stressed areas. For instance in Mexico, Heineken is one the beer giants [who contribute to the severe water crisis](#) that affects parts of the country.

Both examples of greenwashing show how Heineken seeks to manipulate perception and shield itself from scrutiny and tarnished reputation over its predatory practices.

Alcohol Industry-Funded Education Programs in Spain

In Spain, the [alcohol industry funds and implements](#) educational programs in schools under the guise of preventing underage alcohol use, raising significant concerns about their impact.

One prominent example is the “Not a Drop to Minors” initiative, developed by the Alcohol and Society Foundation (FAS) and backed by the Spanish Federation of Spirits (FEBE). The FAS is a CSR front group for Big Alcohol representing global alcohol giants, such as Bacardi, Beam Suntory, Diageo, and Pernod Ricard. FEBE is a lobby group for Big Alcohol in Spain, representing multinational alcohol companies, such as Suntory, Bacardi, Campari, Diageo, and Pernod Ricard.

The program claims to promote “responsible” behavior, but analysis shows the program normalizes alcohol as a normal and expected part of life, undermining risk awareness and health promotion messages.

In this way, the program contributes to a narrative that downplays risks and promotes earlier alcohol initiation. This approach prioritizes the industry’s interests over effective public health strategies, highlighting the dangers of allowing alcohol companies to shape educational content on a topic where they have clear conflicts of interest.



POLITICAL INTERFERENCE



POLITICAL INTERFERENCE

Political interference is a strategy deployed by the alcohol industry to eliminate or minimize any alcohol policy initiative that would threaten their sales and profits. The focus of this Dubious Five strategy is the decision-makers and opinion leaders with the power to shape and decide alcohol policies.

By leveraging lobbying, buying influence through political donations, and creating “partnerships” with policymakers, Big Alcohol seeks to shape legislation, avoid regulation, and maintain a favorable environment for its profit maximization agenda.

Tactics of political interference are delaying, derailing, or even destroying alcohol policy initiatives, and dividing coalitions supporting alcohol policy initiatives. Big Alcohol is paying lobbyists and lobby front groups to interfere in public health policy making around the world.

These tactics enable Big Alcohol to prioritize their profits over people’s health by actively influencing political processes.

KEY LOBBYING CASE STORIES OF 2024

Alcohol Industry Interference Against Uganda’s Alcohol Control Bill

In September 2024, Uganda’s Parliament [rejected](#) the Alcoholic Drinks Control Bill, a landmark public health proposal aimed at introducing evidence-based measures to reduce the country’s alarming alcohol burden, which is characterized by high rates of social, health, and economic harms.

The bill sought to modernize Uganda’s outdated alcohol laws, some of which date back to the 1960s, and implement much needed measures,

including better protecting Ugandans from alcohol advertising, lowering alcohol’s presence in communities, and improving treatment and recovery services for people with alcohol use disorder and addiction.

The rejection of the bill came after relentless lobbying and interference from multinational alcohol companies and their lobbyists. They already have a history of opposing health-focused legislation in Uganda. Big Alcohol actors deployed various strategies, including spreading misinformation, framing the bill as economically harmful, and leveraging their economic, financial and political influence to sway law makers.

Ultimately, the alcohol industry managed to completely capture the legislative process. The [report](#) from the Parliamentary Joint Committee on Tourism, Trade and Industry and Health provides a revealing case study of how the alcohol industry exerts its influence to shape – or in this case derail – legislation that sought to promote people’s health. The report devotes significant space to outlining the number of jobs created and the tax revenue generated by the alcohol industry. The report relies exclusively on data provided solely by the alcohol industry, which is a significant concern because the alcohol industry routinely inflates these figures. Remarkably, there are no references to the submissions of civil society, such as the Uganda Alcohol Policy Alliance that lead advocacy for an improved and evidence-based Alcoholic Drinks Control Bill, in the report, other than a note that they were among the stakeholders who met with the committee and sent written submissions.

This case serves as a stark reminder of the critical need for transparency and independence in policymaking processes and robust safeguards against conflicts of interest and interference by health harming industries in health promotion initiatives.

POLITICAL INTERFERENCE

Constellation Brands Buys Influence in Mexico through Billion-Dollar Investment

Constellation Brands, one of the world's largest alcohol companies, has [invested billions in Mexico](#), creating a strong economic dependency that extends to political influence.

The alcohol industry giant has made a \$1.6 billion investment in Veracruz, Mexico. The investment is being framed as a boost to the Mexican economy. But the hype overshadows that reality that Mexico's society and economy are losing resources due to the enormous health, social and economic costs caused by alcohol harm. By positioning itself as a key economic player, Constellation can exert pressure on local and federal governments.

This level of capture of government puts Constellation in a powerful position to interfere against any alcohol policy making initiative that would threaten its profit maximization agenda. The case reveals the ways in which Big Alcohol giants, such as Constellation, wield economic power as leverage to influence regulatory frameworks in favor of the alcohol industry.

Big Alcohol's Lobbying Footprint in the United States

Insights into Big Alcohol's lobbying footprint in the United States reveal the alcohol industry's extensive efforts to shape legislation at both the federal and state levels. Alcohol companies have made substantial contributions to political campaigns and have established close ties with law makers, giving them significant sway over public health policies.

In 2024, the alcohol industry held "[nearly undisputed sway](#)" over alcohol policy in the US. For the 2024 election cycle alone, Big Alcohol spent nearly \$22 million and had 290 federal lobbyists, according to [Open Secrets](#). In

the period from 1998 to 2020, the alcohol industry spent \$541 million on lobbying in the United States, according to a 2024 study.

This spending on lobbying pays off: the US Congress decided to [reduce federal alcohol taxes](#) in late 2020 with bipartisan support – ignoring the massive and rising alcohol burden in the country. And all throughout 2024, federal states continued to dismantle existing alcohol laws in favor of the alcohol industry's profit maximization agenda. Some members of the US Congress are even intervening on behalf of Big Alcohol in the process to update the US Dietary Guidelines. In the United States, deaths caused by alcohol increased since 2016-17 by 29%. [178,000 people died due to alcohol](#) in 2021.

Beer Giant Secures Political Influence in Colombia Through Massive Donations

In 2024, AB InBev, the world's largest beer producer, was [exposed](#) as the second-largest political donor in Colombia. The beer giants made massive financial contributions to gain political leverage. By funding key political campaigns, AB InBev cultivated influential relationships with lawmakers. This enabled them to obstruct public health policies that threatened their profits. Specific efforts included lobbying against proposed measures to protect Colombians from alcohol advertising and lobbying against measures to increase taxes on alcoholic beverages, both of which are evidence-based strategies to promote people's health and well-being.

This case highlights how AB InBev exploits political donations to manipulate policymaking processes, especially in emerging economies where governance structures may lack robust safeguards against alcohol industry interference.

POLITICAL INTERFERENCE

German Wine Lobby Exposed: Political Interference, Deception, and Harmful Claims

The German Wine Growers Association (DWV) engages in significant [political lobbying on behalf of the wine industry](#) to shape alcohol policy in Germany and the European Union.

[The German wine lobby's extensive political interference practices](#) were exposed by LobbyControl in 2024. The report exposed that the German Wine Growers Association spend €226,000 on lobbying on behalf of the wine industry in Germany and the European Union in 2022. They employed five lobbyists for their corporate political activity in Germany and the EU.

The lobbying practices of the German wine industry include systematic interference in policy processes through politicians, political parties, and federal ministries. Some of these politicians have been groomed by the wine lobby as “wine queens” during their youth and are part of networks and wine industry groups. For example, Julia Klöckner, Federal Minister of Agriculture and Food from 2018 to 2021, was also elected German Wine Queen in 1995.

Wine industry lobbying played a major role in stifling any efforts of the (now collapsed) German government coalition to follow through on its commitment to better protect people in Germany from alcohol marketing – enshrined in the coalition agreement in 2021.



PROMOTION



PROMOTION

Promotion is a strategy deployed by the alcohol industry to maintain and expand its consumer base.

Promotion, or any alcohol marketing strategy, is Big Alcohol's activity to drive alcohol availability and acceptability, to perpetuate the alcohol norm, and to place alcohol at the center of people's thoughts and preferences, communities' practices, and societies' customs. The focus of this Dubious Five strategy is the people and their beliefs about alcohol products, the public and their attitudes about and behavior around alcohol products, and the consumers and how much and how often they buy and consume alcohol brands.

By deploying targeted advertising, product placement, and sponsorship campaigns that link alcohol with positive experiences and desirable lifestyles, Big Alcohol seeks to ensure early initiation and onset of alcohol use, to foster brand loyalty, and to drive heavy alcohol use. By promoting products to younger audiences and positioning alcohol as an integral part of social and leisure activities, the alcohol industry seeks to normalize alcohol use everywhere, all the time.

KEY PROMOTION CASE STORIES OF 2024

Dangerous Mix: Johnnie Walker and Squid Game Partner Up, Raising Concerns for Young Viewers

The partnership between Johnnie Walker (owned by Diageo) and the popular series Squid Game is a [stark example of targeted marketing](#) that appeals to younger audiences. By associating the brand with a show that has a large fan base among young viewers, Johnnie Walker leverages popular culture to reach a demographic that includes minors, encouraging brand association and desensitizing young people to health risks from

alcohol. This collaboration raises ethical concerns around the deliberate targeting of younger audiences in alcohol advertising.

Big Alcohol's Deceptive Play for Gen Z

Alcohol companies are [increasingly targeting Gen Z](#), a generation known for being more health-conscious, through campaigns that emphasize lifestyle appeal and social responsibility.

Asahi's re-launch of "Sub Zero alcoholic cola", with its "Thanks for Zero" campaign, exemplifies Big Alcohol's concerning practice to target Gen Z consumers – many of whom are under-age. This **zero-sugar** vodka and cola beverage is marketed as a "refreshing", "modern" choice, but the campaign's nature is far more manipulative.

The campaign exploits Gen Z's frustrations with societal issues and earlier generations, presenting alcohol consumption as part of a rebellious lifestyle. By aligning their product with cultural grievances, Asahi attempts to normalize alcohol use in young people's daily lives.

Particularly troubling is the framing of Sub Zero as a healthier alternative. While catering to the demand for low-sugar options, it disguises the fact that the ethanol in the beverage is carcinogenic and linked to other health and social problems. This misleading "better for you" image pushed by Asahi capitalizes on Gen Z's health consciousness while downplaying the risks of alcohol. By using influencers and social media platforms, the alcohol industry – as in this case Asahi – creates campaigns that make alcohol appear trendy and aligned with Gen Z values. This deceptive practice disguises the risks linked with alcohol, using culturally relevant messaging to make alcohol brands appealing to a younger audience who may otherwise avoid alcohol.

PROMOTION

“Smart Drinking” or Smart Marketing? AB InBev’s Campaign Distracts from Alcohol Harm

In 2024, **AB InBev, the world’s largest beer producer**, has been [deploying “moderation” campaigns in Colombia](#), promoting “smart drinking” through their brands Budweiser and Corona.

AB InBev’s “Smart Drinking” campaign is presented as a “responsible” alcohol consumption initiative. Nevertheless, it clearly functions as a form of smart marketing. By promoting “smart drinking” without addressing the broader risks of alcohol, AB InBev diverts attention from the harms linked with its products.

This campaign enables the company to maintain a favorable public image while continuing to promote alcohol consumption, allowing the industry to seem aligned with public health without implementing meaningful harm-reduction measures.

Children Exposed to Alcohol Ads by Diageo on Family-Friendly Shows

In 2024, Diageo, the global alcohol giant behind brands such as Smirnoff, Gordon’s Gin, Johnny Walker, and Baileys, [has come under fire in Australia](#) for exposing children to alcohol advertisements on streaming platforms.

Senator David Pocock’s office uncovered that these alcohol ads were being shown during family-friendly shows like Lego Masters and Australian Ninja Warrior, often airing in prime viewing hours between 6:30 PM and 9:00 PM, when children are most likely to be watching.

Unlike free-to-air TV, where alcohol ads are not aired during children’s viewing hours in Australia, streaming platforms remain largely unregulated. Diageo (and other Big Alcohol companies) exploited this loophole to target

young viewers with alcohol ads, raising serious public health concerns.

Diageo’s advertising of alcohol products during family-friendly shows has led to increased exposure for children, raising significant public health concerns.

Senator Pocock is initiated a legislative reform to ensure children and young people are protected from alcohol advertising on streaming platforms as they are on traditional TV.

Advertising on platforms popular among families and younger viewers makes alcohol appear normal and accessible, embedding brand recognition from an early age. This approach exposes the alcohol industry’s willingness to prioritize brand exposure over protecting vulnerable audiences from early alcohol messaging.

The Hidden Agenda Behind the Beer Industry’s Push for Non-Alcoholic Beer

In 2024, [the global beer industry escalated its push of non-alcoholic beers](#) as a public relations strategy to divert attention from the harms caused by alcoholic products.

A clear example is a study funded by the Dutch Brewers Association, representing multinational beer giants such as Heineken, AB InBev, and Asahi. The study claims that non-alcoholic beer is leading to reduced alcohol consumption in the Netherlands.

In reality, non-alcoholic beer makes up a tiny fraction of the overall alcohol market and Big Alcohol’s revenue. In a policy brief on No- and Low-Alcohol Products (NoLos), the World Health Organization included a case study of the Netherlands. It found that alcohol consumption has been falling

PROMOTION

between 2014 and 2021 – way before the ascent of zero alcohol products. And Dutch brewers reported declining beer sales by over 8% between 2019 and first half of 2021.

WHO states that in the Netherlands alcohol manufacturers spend about €10 million a year on advertising for alcohol-free products. This amounts to no more than 9% of all spending on alcohol advertising. But the significant increase in sales of alcohol-free products is not prompted by a substantial rise in marketing budgets for these products.

In fact, WHO cautions that the availability of NoLos could normalize alcohol consumption serving as gateway product.

There is limited evidence on the effects of NoLos on overall alcohol consumption. Research to date has described both positive and negative effects on population health. While some studies argue that NoLos may help individuals move away from higher alcohol content products, other studies argue that NoLos further normalize alcohol, especially in environments where alcohol has not been present before and may promote the “taste for alcohol”, particularly among populations for whom consumption is particularly risky.

Beyond the study’s questionable reliability, the promotion of non-alcoholic beer allows these companies to engage in surrogate marketing. By pushing non-alcoholic options, the beer industry can maintain visibility for their brands and appear socially responsible, all while continuing to profit from their primary and dominant business – alcoholic beverages.

This alcohol industry-funded research is designed to protect corporate profits by presenting a positive image of the industry’s actions.



SABOTAGE

Sabotage is Big Alcohol's deliberate strategy to damage and obstruct people's access to public goods. This strategy comprises calculated actions to break and undermine society's rules, laws, and regulations. This strategy also includes willful alcohol industry activity that jeopardizes people's access to essential resources such as water and basic food. And it includes Big Alcohol's deliberate activities to damage or disrupt the proper functioning of society's institutions, preventing them from addressing alcohol-related harm in the public interest.

The focus of this Dubious Five strategy is societies' institutions, laws and rules, and public goods.

Examples of this Big Alcohol strategy include corruption, bribery, tax evasion and avoidance, price-fixing cartels, violations of alcohol marketing rules and other existing (alcohol) laws, and other unethical practices that jeopardize people's access to public goods, such as depleting scarce drinking water.

KEY SABOTAGE CASE STORIES OF 2024

Unlawful Alcohol Sponsorship at Nairobi Marathon Targets Youth, Undermines Health

In 2024, Nairobi Marathon, which attracts a young and health-conscious audience, was [illegally sponsored by alcohol brands](#) Heineken and Diageo's Gordon's Gin. This created an obvious and concerning conflict with the event's health-focused goals and youthful audience.

The sponsorship fits also into the Dubious Five category of promotion. But we categorize it under sabotage because with this sponsorship Big Alcohol giants Heineken and Diageo decided to break existing alcohol advertising laws in Kenya.

This case exposes how the alcohol industry strategically sabotages alcohol law and rules in their pursuit of profits. It was more important to Big Alcohol to target young, impressionable audiences, even at the cost of ethical and legal standards.

Big Alcohol Launches Competition to 'Dry January' and 'Sober October'

In January 2024, Big Alcohol launched a series of campaigns to sabotage the rising popularity of "Dry January."

Dry January is health promotion initiative encouraging people to go alcohol-free for the first month of the year. As awareness of alcohol-related health risks grows, Dry January has gained traction globally, promoting healthier environments and behaviors and fostering conversations about the outdated and harmful alcohol norm that Big Alcohol perpetuates.

In response, alcohol companies introduced alternative campaigns such as "Try January" and "[Damp January](#)" to push alcohol consumption also in the month of January.

These campaigns encourage consumers to explore new alcoholic products, flavors, or "low alcohol" options.

In October 2024, the alcohol industry deployed the same playbook. October has become known for the challenge "Sober October" – a month to stay alcohol-free. But the wine industry launched the "[Come Over October](#)" counter-campaign to promote and encourage wine consumption during the month of October.

In January as well as October, the Big Alcohol efforts to sabotage people's dedication to better their health and improve their lives are deliberate

SABOTAGE

attempts to undermine public health campaigns by steering attention away from the many benefits of going alcohol-free for a month and back toward the consumption of the (often high) alcohol content products of the alcohol industry.

Top Carlsberg Executives Arrested as Big Alcohol's Partnership with Russia Backfires

Carlsberg's partnership with Russia [resulted](#) in the arrest of several top executives as political tensions intensified. The arrests exposed the risks the alcohol industry takes in its pursuit of new markets, often overlooking ethical concerns and political complexities.

This case highlights how alcohol industry partnerships in controversial regions can backfire, damaging reputations and revealing the lengths companies are willing to go to expand their markets in pursuit after profit maximization.

Bribery and Antitrust: Pernod Ricard Breaks Laws in India

Pernod Ricard, the French alcohol industry giant controlling brands such as Chivas Regal and Absolut Vodka, has faced significant legal challenges in India concerning allegations of bribery and corruption.

In December 2024, an internal investigation revealed that top executives at Pernod Ricard India (PRI) had [violated local laws](#) by colluding with alcohol retailers in New Delhi. The Enforcement Directorate accused Pernod Ricard of money laundering, citing \$24 million in corporate guarantees provided to retailers to help them bid for licenses in return for stocking more Pernod Ricard brands. This practice contravened the Delhi Excise Policy, which prohibits manufacturers from investing in retail. Despite these internal findings, PRI publicly denied any wrongdoing.

But these are not the only laws Pernod Ricard allegedly broke in pursuit of profits.

In December 2024, India's antitrust body, the [Competition Commission of India \(CCI\)](#), [conducted raids on Pernod Ricard's offices](#) in Telangana. The company was accused of colluding with retailers to promote its whisky brand and suppress competition, particularly targeting rival Radico Khaitan. The CCI found that Pernod facilitated incentive payments to retailers through a local agency in Hyderabad. If found guilty, Pernod could face substantial fines, potentially up to three times its annual profit.

Furthermore, in July 2024, [New Delhi authorities rejected Pernod Ricard's appeal for a liquor license](#), citing ongoing investigations into suspected policy violations. This decision has led to the absence of Pernod's brands in the city since late 2022, impacting its market presence in a region that previously accounted for 5% of its Indian sales.

These incidents expose how much sabotage is part of the alcohol industry playbook to maximize profits.



6. GLOBAL ALCOHOL INDUSTRY

GLOBAL ALCOHOL INDUSTRY IN 2024

This section presents an in-depth look at the global alcohol industry's business landscape in 2024, focusing on key players, their strategic developments, and the broader market dynamics. It profiles major companies based on their revenue and international market influence, analyzing trends such as mergers, acquisitions, product innovation, leadership changes, and market expansion.

Company	Revenue (USD)	Year
AB InBev	\$59.400.000.000	2023
Heineken	\$38.200.000.000	2023
Suntory	\$21.300.000.000	2023
Diageo	\$20.300.000.000	2023 - 2024
Asahi Holdings	\$16.300.000.000	2023
Kirin Holdings	\$13.800.000.000	2023
Pernod - Ricard	\$12.200.000.000	2023 - 2024
Molson - Coors	\$11.700.000.000	2023
Carlsberg	\$10.400.000.000	2023
Constellation Brands	\$9.500.000.000	2023

Notably, while companies such as Kweichow Moutai (China) and Wuliangye Yibin (China) rank among the top global alcohol producers by revenue, they are excluded from this report due to their primary focus on domestic markets within China, with limited international engagement.

GLOBAL ALCOHOL INDUSTRY IN 2024

SCOPE AND INSIGHTS

This section highlights the strategic and operational trends shaping the industry:

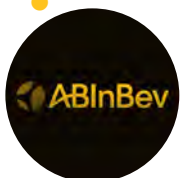
- **Financial Performance:** Insights into revenue and cost management.
- **Market Trends:** Premiumization, sustainability initiatives, and responses to consumer preferences for no- and low-alcohol beverages.
- **Strategic Activities:** Mergers, acquisitions, and product innovation.
- **Corporate activity:** Executive appointments and organizational shifts.

COMPANY PROFILES

This section delves into detailed profiles of the key players driving the global alcohol industry in 2024. Each profile provides a comprehensive overview of the company's performance, strategic priorities, and market positioning in 2024.

Several key themes in 2024 - Across the profiled companies, several overarching themes stand out:

- **Premiumization:** Almost all companies are focusing on premium and super-premium offerings as a way to drive growth and profitability.
- **Diversification:** Many companies are expanding beyond traditional beer into categories like hard seltzers or ready-to-drink cocktails.
- **Sustainability:** Environmental initiatives and sustainable brewing practices are becoming key differentiators in the industry.
- **Health and Wellness:** rise of low-alcohol and non-alcoholic beverages
- **Innovation:** Rapid experimentation with new flavors, formats, and technologies to capture market share





ABInBev

ANHEUSER-BUSCH INBEV (AB INBEV)

AB InBev is a Belgian multinational beverage and brewing company based in Leuven, Belgium. **AB InBev is the biggest beer producer in the world.**

Michel Doukeris is the CEO since July 2021.

FINANCIAL PERFORMANCE 2024

- Revenue growth of 2.5% in the first nine months of 2024, driven primarily by the performance of the Corona brand.
- 1.3% decline in beer volumes.
- High debt levels from past acquisitions remain a challenge, exacerbated by shifting consumer preferences away from mass-market lagers.
- Challenges such as a soft consumer environment in China and Argentina led to an overall decline in sales volumes by 2.4%, while South America and Africa showed resilience with strong margin growth.

To address debt concerns, AB InBev launched cash tender offers of up to \$3 billion to repurchase and retire debt in multiple currencies, a move aimed at strengthening its financial structure and appealing to investors.

MARKET TRENDS

- **Premiumization:** Premium and super-premium brands are driving growth in most regions.
- **Non-Alcoholic Beverages:** Expanding its footprint in the non-alcoholic segment to cater to shifting consumer preferences
- **Digital Expansion:** Leveraging platforms like BEES Marketplace and delivery services such as Zé Delivery in Brazil for market growth.
- Increased **investments in sports** sponsorship

LOBBYING EFFORTS

- EU - 300,000€ - 399,999€ (Financial year: Jan 2023 - Dec 2023), consistent with 2022 levels.
- United States: Lobbying expenditures of \$3.76 million in 2024, down from \$5.29 million in 2023.

FRONT GROUPS:

- International Alliance for Responsible Drinking (IARD)
- Beer Institute
- The Portman Group (through Budweiser Brewing Group)
- World Brewing Alliance
- FoodDrinkEurope
- Brewers of Europe

★ Heineken®

HEINEKEN

Heineken N.V. is the world's **second-largest beer producer**. It is a Dutch multinational alcohol company based in Amsterdam, Netherlands.

Dolf van den Brink is the CEO of Heineken since July 2020, and he has been reappointed for 4 more years.

FINANCIAL PERFORMANCE 2024

- Revenue €9,072 million for the quarter, €26,895 million year to date
- Revenue: growth 3.3% for the quarter and 5.1% year to date
- Beer volume sold: growth of 0.7% for the quarter and 1.6% year to date

While Heineken has experienced revenue growth, it faces mixed results across regions. Premiumization strategies and product innovation have contributed to growth in some markets, particularly in Brazil, South Africa, and India. However, challenges in Europe and cost pressures from raw materials have impacted margins, limiting further expansion.

MARKET TRENDS

- No-Alcohol beverages: Heineken® 0.0 grew 3.4%, led by Brazil, USA, and Vietnam.
- Heineken® Silver grew, particularly in China and Vietnam.
- Heineken® Premium beer volume increased by 4.5% led by Brazil, South Africa, and India.

STRATEGIC ACTIVITIES

- **Expanding presence in Africa:** Revenue grew after acquiring Distell Group and Namibia Breweries in 2023, adding brands like Amarula, Savanna, and Nederburg.
- Increased **investments in sports sponsorship** and F1
- Continue with its sustainability-focused initiatives or innovations with its “Brew a Better World” program.

LOBBYING EFFORTS

- EU - 200,000€ - 299,999€ (Financial year: Jan 2023 - Dec 2023), consistent with 2022 levels.
- US - \$360,000, Total Lobbying Expenditures, 2024, marking an increase from 2023.

FRONT GROUPS:

- International Alliance for Responsible Drinking (IARD)
- Beer Institute (Heineken USA)
- The Portman Group (through Budweiser Brewing Group)
- World Brewing Alliance
- Funding Drinkaware
- Brewers of Europe

SUNTORY

SUNTORY

The Suntory Group is based in Tokyo, Japan and is one of the largest alcohol companies in the world. They produce spirits, beer and non-alcoholic drinks and operate restaurant businesses. **Takeshi Niinami** serves as the President and CEO of Suntory Holdings Limited

FINANCIAL PERFORMANCE 2024

- Q324. Consolidated revenue was 1,277.7 billion yen, up 7.1% year on year Japan grew 3.5% (¥557.8B) via price adjustments and marketing, while Asia Pacific rose 7.8% (¥295B) due to market recovery and strong brands. Europe faced inflation/weather challenges but saw 9.8% growth (¥286.5B) from cost efficiencies. The Americas led with 15.2% growth (¥138.4B), driven by promotions and revenue management.

MARKET TRENDS

- In the “**Non-alcoholic beverage**” category, Suntory has expanded their product lineup as well as contact points with consumers, with the aim of “creating a culture that can be enjoyed together by both drinkers and non-drinkers”.
- **Premiumization:** Expanding the premium spirits portfolio with Japanese whiskey and Scotch through acquisitions.
- **RTD Market:** Growing its RTD footprint globally, the -196 RTD line, expanded to Europe and Southeast Asia.
- **Health and Wellness:** Investments in functional beverages and acquisitions, such as NBD Healthcare in Thailand, to strengthen its presence in this growing market.
- **Digital innovation:** Suntory is integrating technology to enhance operations and engage with consumers

STRATEGIC ACTIVITIES

Acquisitions

- Suntory Wellness expanded into Southeast Asia with the acquisition of NBD Healthcare, gaining a foothold in the Thai health and wellness market.
- Completion of the \$16 billion acquisition of Beam Inc. positioned Suntory as **the world’s third-largest drinks group**. The deal integrated premium brands like Maker’s Mark Bourbon, Jim Beam Bourbon, and Courvoisier Cognac into its portfolio.

Sustainability Efforts

Investments in renewable energy and sustainable water sourcing.

LOBBYING EFFORTS

- EU – No publicly available data for 2023.
- US - \$900,000, slight decrease from 2023.

FRONT GROUPS:

- International Alliance for Responsible Drinking (IARD)
- Spirits Europe
- Japan Spirits & Liqueurs Makers Association (JSLMA)
- Brewers Association of Japan
- Asia Pacific International Spirits and Wines Alliance (APISWA)
- Foundation for Advancing Alcohol Responsibility (FAAR)

DIAGEO

DIAGEO

Diageo is one of the biggest alcohol beverage producers in the world originating in the United Kingdom, with its headquarters in London, England. Currently, the **liquor giant** has a collection of over 200 local and global spirits and beer brands across 180 countries in the world.

Debra Crew serves as the CEO of Diageo since June 2023, becoming the first woman to lead the company.

FINANCIAL PERFORMANCE 2024

- Diageo reported a 4.8% (\$304 million) drop in organic operating profit for the first half of 2024, of which \$302 million was attributable to LAC.
- Decline in sales, the first since the pandemic, attributed to reduced consumer spending.
- Shares dropped nearly 10%, reaching their lowest value since 2018

Diageo's performance varied by region. North America (39% of business) saw a 3% sales drop, with Casamigos Tequila down 22%. In the UK, sales grew 5%, driven by Guinness 0.0. China saw 12% growth in white spirits, though Scotch fell 1%. India grew 8%, boosted by price hikes and premiumization in local whiskies and Scotch

MARKET TRENDS

- Diageo expanded its presence in the zero-proof category with the acquisition of Ritual Zero Proof, the U.S.'s bestselling non-alcoholic spirits brand. It now owns three of the five largest global nonalcoholic adult beverage brands, including Gordon's 0.0 and Tanqueray 0.0.

STRATEGIC ACTIVITIES

- Diageo is selling its 58.02% stake in Guinness Nigeria to Tolaram Group, pending 2025 regulatory approval.
- The sale of the Safari brand to Casa Redondo reflects Diageo's strategy to streamline its portfolio and focus on core strengths like Tequila and whisk(e)y
- Diageo launched YunTuo Single Malt Whisky Distillery, its first in China, investing \$120M over nine years to boost China's global whisky presence, including a visitor center.

LOBBYING EFFORTS

- EU - 700,000€ - 799,999€ (Financial year: July 2023 - June 2024)
- US - \$1,110,000 (Total Lobbying Expenditures, 2024), similar amount as in 2023

FRONT GROUPS:

- International Alliance for Responsible Drinking (IARD)
- Spirits Europe
- Funding Drinkaware
- Asia Pacific International Spirits and Wines Alliance (APISWA)
- Foundation for Advancing Alcohol Responsibility (FAAR)
- FoodDrinkEurope
- Distilled Spirits Council of the United States (DISCUS)
- The Portman Group
- Responsibility.org

Asahi



The Asahi Group Holdings, Ltd is a Japanese beverage holding company headquartered in Sumida, Tokyo. Asahi is the largest brewer in Japan with a national market share of almost 40%.

Atsushi Katsuki serves as the President and Group CEO of Asahi Group Holdings, Ltd.

FINANCIAL PERFORMANCE 2024

- Revenue grew +2.2% YoY as revenue increased mainly in Europe and SouthEast Asia.
- The company saw a 2.3% YoY increase in core operating profit, with growth primarily from Japan and Europe.
- Asahi's total sales volume for its five global brands grew by 8% YoY, with Asahi Super Dry, a flagship product, seeing a robust 14% YoY increase. Sales were particularly strong in South Korea and the UK while in Oceania region profits dropped by 11,7%,
- The company raised its annual sales target for Asahi ZERO to 1.2 million cases. Sales of ready-to-drink (RTD) products also grew by 18.3%, reaching JPY 20.2 billion (USD 137.6 million)

MARKET TRENDS

- Asahi focuses on **premiumization** and expansion into Europe and Oceania, particularly with its flagship Super Dry beer.
- Asahi's non-alcoholic beer category saw impressive growth, with Asahi ZERO (launched in April) gaining significant consumer praise for its authentic taste.

STRATEGIC ACTIVITIES

- Asahi's new product launches, like Asahi ZERO, reflect its aim to diversify and innovate in response to evolving consumer preferences. The brand has been well-received in Japan, where demand for alcohol-free options continues to rise. Asahi also innovates in the whisky and RTD beverage segments

LOBBYING EFFORTS

- EU – no data
- US - \$90,500 (Total Lobbying Expenditures, 2024)

FRONT GROUPS

- Brewers Association of Japan
- Japan Spirits & Liqueurs Makers Association (JSLMA):
- IARD: Global campaigns on harm reduction and marketing.
- The Portman Group:
- Brewers of Europe
- Funding Drinkaware
- Alcoholic Beverages Advertising Code (ABAC)

KIRIN

KIRIN

Kirin is a Japanese alcohol industry company group consisting of 178 companies, out of which Kirin Brewery is the largest one. Kirin also owns Lion (Australia) part of San Miguel Brewery (Philippines), the Yo-Ho Brewing company (Japan) and Four Roses Bourbon (USA).

Takeshi Minakata serves as the President and COO of Kirin Holdings Company, Limited. He assumed this role in March 2024, following shareholder approval.

FINANCIAL PERFORMANCE 2024

- 9,8% revenue increase for the third quarter (January 1, 2024 to September 30, 2024)
- Non-alcoholic Beverages Business results, 9,3% revenue increase
- Growth attributed to higher unit prices in the Alcoholic Beverages Business and Non-Alcoholic Beverages Business because of price revisions, and an **increase in the Health Science Business** due to the consolidation of Blackmores Limited, as well as an increase in the Pharmaceuticals Business.

In Japan, economy beer declined, but higher pure beer, RTD sales, and price hikes increased profits. Australia outperformed despite a weakening market, while US growth slowed due to market shrinkage.

MARKET TRENDS

- Kirin is **increasingly focusing on health-oriented beverages** and reducing dependence on alcohol sales.

- Kirin's **premiumization** strategy continues to gain traction, with an increasing focus on higher-value alcohol products, especially in beer and RTDs. This includes their flagship Kirin Ichiban and Four Roses Bourbon.
- There is significant growth in the **non-alcoholic beer** and RTD categories, driven by consumer demand for healthier alternatives. Kirin has also introduced the Kirin Zero brand.

STRATEGIC ACTIVITIES

Acquisitions, Partnerships and Sustainability

Kirin acquired 75.24% of FANCL, expanding its health science division. It formed joint ventures in probiotic and functional beverages to meet rising wellness demand. The company also prioritizes sustainable production and eco-friendly packaging.

LOBBYING EFFORTS

- EU – no data for 2024
- US - \$170,000

FRONT GROUPS

- Brewers Association of Japan
- IARD for Japan and global policy alignment.
- Japan Spirits & Liqueurs Makers Association (JSLMA)



Pernod Ricard

PERNOD RICARD

Pernod Ricard is a French company established in 1975. It is the **world's second largest wine and spirits producer**.

The French alcohol giant has a portfolio of over 240 brands including internationally sold brands like Ricard, Malibu, Chivas, Jameson, Havana Club, Absolut, Ballantine's.

Alexandre Ricard serves as the Chairman and CEO, since February 2015.

FINANCIAL PERFORMANCE 2024

Pernod Ricard reported a 3% organic **sales decline** in the first half of fiscal 2024, with total sales of €6.59 billion. This drop was largely driven by weaker-than-expected demand in key markets, including China and the United States.

The company saw a 26% sales drop in China and a 10% decline in the US, while Europe grew 1% driven by France, Poland and Germany. Emerging markets performed well, with India up 2%, as it seeks to regain its Delhi license.

MARKET TRENDS

- Doubling down on its portfolio of luxury wine and champagne brands. The company has strategically focused on high-margin products that cater to affluent consumers, further driving its **premiumisation** strategy in the spirits market
- **Expanding its no- and low-alcohol** offerings. This includes the launch of its first alcohol-free line extension from the group International brand: Beefeater 0.0%,

STRATEGIC ACTIVITIES

Divestment of Wine Brands and Sale of Minttu Liqueur Pernod Ricard sold most of its wine portfolio, including Jacob's Creek, Brancott Estate, and Campo Viejo, to Australian Wine Holdco Ltd., representing 4% of its revenue. It also divested Minttu liqueur and Nordic brands to Oy Hartwall AB. These moves allow the company to focus on its more profitable spirits and champagne brands.

LOBBYING EFFORTS

- EU - 900,000€ - 999,999€ (Financial year: Jul 2023 - Jun 2024). Higher than previous years
- US - \$2,460,000. Similar as previous year.

FRONT GROUPS

- IARD: Strong member involvement.
- Spirits EUROPE
- International Spirits and Wines Association of India (ISWAI)
- The Portman Group
- FoodDrinkEurope
- Asia Pacific International Spirits and Wines Alliance (APISWA)
- Foundation for Advancing Alcohol Responsibility (FAAR)
- Funding Drinkaware
- Social Aspects Organizations (SAOs): Operates or supports these in various countries



MOLSON-COORS

Molson Coors is a Canadian American multinational alcohol company with headquarters in Chicago, USA. Molson Coors was formed through a merger of Molsons and Coors in 2005. In 2016, Molson Coors acquired Miller, making it one of the top five beer producers globally.

Gavin Hattersley is president and CEO. Hattersley has previously held positions in SAB Miller and MillerCoors. He is also vice chairman of The Beer Institute, a beer industry lobbying organisation.

FINANCIAL PERFORMANCE 2024

- In the most recent quarter, Molson Coors reported a 7.8% **decline in net sales**, amounting to \$3.04 billion. For the first nine months of the year, net sales showed a smaller decrease of 0.2% compared to the same period in 2023.
- 39.1% drop in income before taxes compared to the same period last year
- Financial volume decreased 4,5%
- Molson Coors posted a 5.4% fall in Americas brand volumes during the third quarter, primarily driven by a drop in volumes of its higher-priced brands.

MARKET TRENDS

While navigating a period of declining beer consumption in North America, they've been focusing on its "beyond beer" portfolio, which includes hard seltzers and non-alcoholic beverages. This **diversification** strategy helps the company tap into growing consumer demand for alternatives to traditional beer.

STRATEGIC ACTIVITIES

Craft Beer Divestment

The company **sold its craft beer breweries** to Tilray Brands, a leader in the cannabis and alcohol industries in the US, a move signaling the company's strategic pivot away from its craft beer portfolio. The sale included brands such as Blue Point Brewing Company, Hop Valley Brewing Co., 10 Barrel Brewing Co., and Redhook Brewery. This decision aligns with Molson Coors' broader strategy to focus on higher-margin products and its expanding "beyond beer" portfolio.

LOBBYING EFFORTS

- EU - 300,000€ - 399,999€ (Financial year: Jan 2023 - Dec 2023)
- US - \$1,650,000 (Total Lobbying Expenditures, 2024)

FRONT GROUPS

- Beer Institute
- IARD globally.
- The Portman Group
- World Brewing Alliance
- Brewers of Europe
- Funding Drinkaware

Carlsberg

The image shows the Carlsberg logo on a yellow background. The word "Carlsberg" is written in a black, stylized script font. Above the letter 'r' is a small crown. Below the word is a decorative, wavy line. The entire logo is filled with a black dot pattern.

CARLSBERG

Carlsberg Group is a Danish multinational brewer based in Copenhagen, Denmark. The company was founded in 1847 and currently owns 140 brands in its beer portfolio.

Jacob Aarup-Andersen serves as the CEO of the Carlsberg Group. He assumed this role in September 2023.

FINANCIAL PERFORMANCE 2024

- The company's organic revenue growth for the first nine months was +1.3% (compared to +3.0% in 2023), driven by solid performance in Central and Eastern Europe (CEEI) and India. However, Western Europe saw minimal growth of +0.1%, and Asia experienced a -3.3% decrease.
- Brand Performance:
 - Premium Beer: -0.5% decline
 - Alcohol-Free Brews: +6% growth
 - Beyond Beer: +10% growth, with strong performance across all regions
 - Soft Drinks: +4% growth

MARKET TRENDS

Carlsberg is focusing on China and increasing investments in India, while markets like the Nordics, Switzerland, France, and Laos also show growth.

The company is expanding its portfolio with **premium** beers, craft beers, and **alcohol-free** options, while driving growth through its "Beyond Beer" portfolio to meet evolving consumer demands.

STRATEGIC ACTIVITIES

Acquisitions and Partnerships

- Expanding partnership with PEPSICO. Carlsberg will take over the Pepsi bottling franchise in Kazakhstan and Kyrgyzstan from 1 January 2026.
- UK drinks maker Britvic agrees to £3.3bn takeover by Carlsberg - Danish brewer acquires owner of Robinsons, Tango and R White's as it buys Marston's stake in joint venture.

LOBBYING EFFORTS

- EU - 300,000€ - 399,999€ (Financial year: Jan 2023 - Dec 2023)
- US – no data

FRONT GROUPS

- IARD
- World Brewing Alliance
- Brewers of Europe
- Funding Drinkaware



Constellation
Brands

CONSTELLATION BRANDS

Constellation Brands, Inc. is one of the largest alcohol corporations in the world, known for its aggressive expansion strategies and dominant presence in the U.S. alcohol market. Constellation has cemented its grip on the U.S. beer market by acquiring exclusive US rights to sell Grupo Modelo's brands, including the production of Modelo Especial, which overtook Bud Light as the best-selling beer in the U.S. in 2023.

Bill Newlands serves as the President and CEO of Constellation Brands.

FINANCIAL PERFORMANCE 2024

- Finished its fiscal year 2024 with revenue increase driven by the growth in its beer segment. The beer segment achieved 6% net sales increase primarily driven by a 4.6% rise in shipment volumes, benefiting from strong sales of brands like Modelo.
- The company's earnings per share (EPS) gained 2% market share across its key brands.
- Wine and Spirits Struggles: Net sales falling 12% year-over-year. The division's deliveries were down 9.8%, and wine brands like Kim Crawford and Meiomi were impacted by weak U.S. demand and retailer destocking.

MARKET TRENDS

- Constellation continues to **focus on premium brands**, driving innovation within its beer portfolio. This includes leveraging its Modelo brand and the expansion of its high-margin beer offerings.

- Constellation is focusing on **innovation within its beer portfolio** and plans to introduce new products in fiscal year 2025.
- While the wine and spirits division has underperformed, Constellation intends to **adjust its pricing and marketing strategies** to stimulate sales.

STRATEGIC ACTIVITIES

Acquisitions and Shift in Relationship with Canopy Growth Corporation

Constellation Brands acquired Sea Smoke, a leading Pinot Noir producer, to strengthen its high-end wine portfolio. The company also shifted its stake in Canopy Growth, a Canadian cannabis company, exchanging voting shares for non-voting ones, signaling a strategic retreat from cannabis to focus on core areas like beer, wine, and spirits.

LOBBYING EFFORTS

- EU – no data
- US - \$660,000 (Total Lobbying Expenditures, 2024). Increase from 2023.

FRONT GROUPS

- Wine Institute
- Beer Institute
- Foundation for Advancing Alcohol Responsibility (FAAR)

FRONT GROUPS



FRONT GROUPS

Alcohol companies also have front groups they deploy to promote and protect the profit making interests but disguise who is behind them and in this way alcohol companies try to protect their reputation.

Several front groups represent the interests of the alcohol industry under the guise of public health, research, or social responsibility. These organizations often obscure the connection to their industry backers while promoting narratives favorable to alcohol companies. These organizations work to influence public perception, delay regulatory policies, and shift focus from structural solutions to individual behavior, often undermining public health initiatives in the process.

ALCOHOL INDUSTRY USES FRONT GROUPS TO:

- 1. Protect the industry's image.** By hiding behind seemingly independent groups, the alcohol industry can promote its agenda while distancing itself from controversies or criticisms.
- 2. Shape public opinion.** Front groups often engage in campaigns to influence how people perceive alcohol-related issues, such as promoting the idea that individual responsibility, rather than alcohol regulation.
- 3. Lobby against regulations.** Front groups frequently oppose public health measures like advertising restrictions, minimum pricing, or labeling requirements.
- 4. Create doubt about evidence.** These groups might fund research or disseminate information that downplays the harms of alcohol or questions the link between alcohol consumption and diseases like cancer.

- 5. Build alliances and credibility.** By collaborating with non-profits, academic institutions, or community groups, front groups gain legitimacy and can influence decision-makers under the guise of being public interest advocates.
- 6. Promote self-regulation.** Front groups often advocate for voluntary measures or “self-regulation” by the industry, which typically favor business interests and delay or weaken government-imposed regulations.

MOST INFLUENTIAL ALCOHOL INDUSTRY FRONT GROUPS GLOBALLY

1. International Alliance for Responsible Drinking (IARD)

IARD is a global front group funded by major alcohol companies like AB InBev, Diageo, and Heineken. It's the biggest and most influential front group.

IARD lobbies at international bodies like the WHO and frames the industry as part of the solution to alcohol-related harm, despite evidence showing such approaches often undermine effective public health interventions.

2. Drinkaware (UK)

While marketed as an independent charity in the UK, Drinkaware receives significant funding from the alcohol industry. Its messaging often emphasizes personal responsibility over systemic issues, aligning with industry interests rather than advocating for population-level interventions.

While its primary focus is the UK, Drinkaware's model has inspired similar organizations globally.

FRONT GROUPS

3. Foundation for Advancing Alcohol Responsibility (FAAR)

This U.S.-based organization is funded by major alcohol producers.

FAAR plays a key role in shaping the alcohol narrative in the U.S., focusing on moderation and driving under the alcohol influence campaigns to divert attention from broader alcohol-related harms and regulations.

4. Spirits Europe

This umbrella organization represents global producers in Europe, actively lobbying against regulations such as advertising restrictions, health warnings, and taxation within the EU. Spirits Europe is often aligned with global players like Pernod Ricard and Diageo.

It is highly active in shaping EU-level policy, which has spillover effects globally due to the economic importance of the European market.

5. Portman Group

The Portman Group is a key example of industry self-regulation, setting marketing codes that block stricter regulations under the guise of corporate responsibility.

It is a key front group for the alcohol industry, focusing on promoting the industry's interests under the guise of corporate social responsibility and public health engagement.

While UK-focused, its framework for self-regulation has influenced other markets through direct partnerships with global players like Diageo and Heineken

FRONT GROUPS – COMMON TRENDS IN 2024

- **Moderation and Personal Responsibility:** Most front groups emphasize individual behavior change over systemic interventions, undermining public health policies like advertising bans or price increases.
- **Environmental and Social Initiatives:** Sustainability and “good corporate citizenship” narratives are central, helping the industry maintain a positive image while avoiding stricter regulation.
- **Youth Campaigns:** Many focus on underage alcohol use, presenting themselves as partners in prevention and harm reduction while opposing evidence-based measures like better age regulations or reduced availability.
- **Digital Support tools:** Expanding resources like alcohol consumption trackers, which provide a veneer of individual responsibility without addressing systemic harms or leveraging apps and tools for personalized tracking of alcohol habits, giving the appearance of proactive engagement while sidestepping regulatory discussions.
- **E-Labeling and Transparency:** Rollout of the U-Label initiative, a highly ineffective approach providing digital access to ingredient and calorie information via QR codes. Aimed at meeting EU sustainability goals while avoiding more effective labeling requirements.
- **Trade Advocacy:** Active lobbying to oppose tariffs and maintain market access, positioning the spirits industry as essential to economic growth.

7. RESEARCH INTO BIG ALCOHOL



7. RESEARCH INTO BIG ALCOHOL

State of the art overview of scientific developments in the understanding of the alcohol industry in 2024

BACKGROUND

Scientific research about the predatory practices of the alcohol industry matters because it sheds light on the ways the alcohol industry operates to pursue its profit maximization agenda. It also matters to improve the understanding of how these practices can harm people and society.

There are six reasons why scientific studies and reports investigating the alcohol industry are crucial:

1. Public Health Implications

Understanding Harm: Research reveals how alcohol industry practices, such as aggressive marketing and lobbying, drive alcohol consumption and related harm and how they derail alcohol policy initiatives to prevent and reduce harm.

Vulnerable Populations: Research helps understanding how the alcohol industry targets vulnerable groups, such as young people, women, low-income communities, and those struggling with alcohol use disorder, exacerbating health disparities.

2. Healthcare, Economic and Social Costs

Healthcare Burden: Research increases recognition of the true extent of the harms caused by the products and practices of alcohol companies, such as cancer or injuries that lead to significant healthcare costs and emergency care burdens.

Workplace and Economy Impact: Research provides insights into the

economic loss caused by alcohol harm, for example through understanding the impact of alcohol-related absenteeism, decreased productivity, and workplace injuries.

Community Damage: Violence, crime, and family disruptions due to alcohol harm in families and communities, especially when fueled by alcohol industry tactics that push alcohol availability and affordability and normalize alcohol. Research is crucial to elucidate these dynamics and to provide insights into how communities can be protected from the harm caused by alcohol companies.

3. Ethical and Accountability Concerns

Deceptive Practices: Research highlights how Big Alcohol misrepresents evidence about alcohol's risks and harms and promotes misinformation, such as overstating health benefits or downplaying risks. The scientific evidence has improved vastly in this area in recent years.

Conflict of Interest: Independent science also helps uncover the impact of alcohol industry-funded studies and in this way to overcome the effects of biased results. Independent research is crucial to build and increase public trust in science and to provide reliable, unbiased evidence for public health responses.

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4. Policy and Regulation

Informed Decision-Making: Evidence about predatory practices, alcohol harm and the benefits of alcohol policy action helps policymakers develop measures that prioritize people's health, such as increasing alcohol taxes, reducing the physical availability of alcohol, and banning alcohol advertising.

Resistance to Lobbying: The alcohol industry's lobbying power can derail evidence-based policies; research exposes these tactics, empowering advocates to push for change.

5. Empowering Advocacy

Raising Awareness: Research helps advocacy groups inform the public and mobilize support for evidence-based and high-impact alcohol policy solutions that promote health and development for all.

Global Health Equity: Scientific analysis provides critical insights into how the alcohol industry exploits regulatory gaps, particularly in low- and middle-income countries. This knowledge is crucial for devising grounded advocacy strategies and international cooperation to counter Big Alcohol practices.

6. Lessons from Other Industries

Parallels with Tobacco: Just as research into the tobacco industry's practices spurred public health action, studies on alcohol and the alcohol industry can lead to similar breakthroughs in reducing preventable deaths and illnesses caused by alcohol. Research that explores the commercial

determinants of health, especially the close links between Big Tobacco and Big Alcohol can be influential in increasing public and policymaker recognition of the nature and objectives of the alcohol industry.

CONCLUSION

Scientific scrutiny of the alcohol industry's predatory practices is essential to uncover the mechanisms by which it prioritizes profits over public health. This research forms the foundation for advocacy, policy, and action to prevent and reduce harm, protect vulnerable populations, and create a healthier and more equitable society.

PURPOSE OF THIS OVERVIEW

With the potential of independent research on Big Alcohol in mind, we document the scientific developments in 2024 regarding the understanding of the practices of the alcohol industry.

A lot has happened in 2024 in this area. The understanding of how the alcohol industry operates, why they do what they do, and what the impact is of these practices has further improved in the past year.

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WITH THIS OVERVIEW, WE AIM TO

- Clarify the evidence-base and shed light on what science knows about alcohol industry practices and their impact,
- Make independent research more widely known and available, and
- Contribute to an evidence-based public discourse about alcohol harm and policy solutions.

CRITERIA FOR INCLUDING A STUDY OR REPORT IN THIS OVERVIEW

We attempt to provide a comprehensive overview, focusing on independent scientific studies and landmark reports that elevate the understanding of the alcohol industry, their practices and impact on societies.

This overview is however not a scientific study in itself. Gaps might exist, in part due to time constraints of the literature review and in part due to the limited nature of the search.

SEARCH METHOD, ELECTRONIC DATABASE, AND REVIEW METHODS

We limited our search to PubMed where we reviewed 543 pages of results for the search term “Alcohol Industry”.

We made additional searches in PubMed to identify relevant studies with

the help of search terms: ISFAR, IARD, dark nudge, alcohol marketing, lobbying, Big Alcohol, conflict of interest, commercial determinants, corporate determinants, pinkwashing, greenwashing (no results), and tobacco industry.

We selected scientific studies for this overview when they were published in 2024, were free from alcohol industry conflicts of interest, were published in a peer reviewed scientific journal, and provided insights into the practices of alcohol companies and their front groups, evidence on the harms these practices cause, and how to address and overcome alcohol industry strategies.

We grouped our results into the Dubious Five categories plus one additional category to provide meaning and inform the public discourse.

KEY FINDINGS OF THE OVERVIEW

We include 69 studies and reports in this overview of 2024.

We grouped these studies and reports according to the Dubious Five categories and added a sixth: **alcohol industry as commercial determinants of health**. This categorization helps visualize and explain the impact of Big Alcohol practices on societies and communities around the world – as revealed by latest science.

The Dubious Five category of “Promotion” contains by far the highest number of studies and reports (23), indicating a clear focus in the scientific community on alcohol marketing practices of the alcohol industry and their effects. Other categories clearly need greater attention.

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We identified 15 studies and reports that fit into the Dubious Five category of “Political interference”. The WHO Global Alcohol Status Report published in 2024 contains for the first time information about alcohol industry interference in WHO member states. Therefore, it is remarkable that many studies published in 2024 in this category investigate alcohol industry interference more generally and globally, but rarely on country level. When studies analyze political interference at the country level, they are mainly from high-income countries. In 2024, we identified only one study – of Uganda – shedding light on alcohol industry interference in low- and middle-income countries.

A surprisingly large amount of scientific attention in 2024 was paid to the Dubious Five category of “Deception”. Nine studies investigate how the alcohol industry spreads misinformation, misleads people, for example parents, with deceptive tactics, continues to promote the disproven (heart) health benefits of their products, and how the alcohol industry seeks to frame alcohol issues.

We identified six scientific studies that can be grouped in the Dubious Five strategy of “Sabotage.” This is clearly an area of alcohol industry activity that deserves greater research attention to shed more light on alcohol industry activities that violate laws, such as tax avoidance schemes, bribery and corruption, but also how the alcohol industry sabotages people’s access to public goods.

The Dubious Five category of “Manipulation” contains six studies. It contains some enlightening research about the perils of partnership with Big Alcohol. This report has exposed corporate social responsibility and other manipulation tactics of the alcohol industry as key theme in 2024.

Therefore, more scientific study of these practices, such as greenwashing, pinkwashing, and other such practices is urgently needed.

The alcohol industry is part of the corporate consumption complex and is linked with and collaborates with other health harming industries. That is why we grouped studies that examine the commercial determinants of health – including a robust focus on Big Alcohol – in a separate category that contains ten scientific papers.



PROMOTION

23
studies



POLITICAL INTERFERENCE

15
studies



DECEPTION

9
studies



SABOTAGE

6
studies



MANIPULATION

23
studies



CDoH

10
studies

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DUBIOUS FIVE STRATEGY: PROMOTION

In this section we highlight three studies because they provide novel insights and clearly reveal the predatory practice of alcohol marketing. FARE's report has been discussed above. And the two other studies we highlight below have policy implications in addition to exposing alcohol industry marketing tactics.

1. [U.S. Adolescents' Exposure to Alcohol Marketing: Self-Reported Exposure on the Internet and Traditional Media](#)
2. [Digital Alcohol and Cannabis Ads, Consumption Frequency, and Driving Under the Influence](#)
3. [Support for a browser plug-in blocking online alcohol imagery among Australian participants: A qualitative interview study](#)
4. [**The impact of “pinkwashed” alcohol advertisements on attitudes and beliefs: A randomized experiment with US adults**](#)
 - When people were informed about the link between alcohol and breast cancer participants who viewed pinkwashed alcohol ads reported the ads were more misleading and had stronger support for requiring alcohol breast cancer warnings.
 - The pinkwashed ads for beer (but not for wine or liquor) led to greater: perceived product healthfulness, perceived social responsibility of the company, and favorable brand attitudes.
 - Informing the public about pinkwashing increases perceptions of misleadingness and support for alcohol policies.
5. [Detrimental Industries' Sponsorship in Football Clubs Across Ten Major Leagues from 2000–2022: A Retrospective Study](#)
6. [The role of alcohol consumption in the lives of older Australian women: qualitative insights and an agenda for further research, policy and practice](#)
7. [**How Alcohol and Gambling Companies Target People Most at Risk with Marketing for Addictive Products on Facebook. Foundation for Alcohol Research and Education**](#)
 - Facebook tags people at risk of harm and trying to reduce their use of alcohol and gambling as interested in these addictive products to target them with advertising.
 - Alcohol and gambling companies uploaded data on people at risk of harm and trying to reduce their use of alcohol or gambling to fuel targeted marketing on Facebook.
 - People who are trying to reduce their alcohol use or gambling are constantly faced with advertisements for these addictive products on social media.
 - People who are trying to reduce their alcohol use or gambling don't want to be profiled and targeted for alcohol and gambling and can find it impossible to escape this advertising when they are on social media.
8. [Unhealthy and health promoting sponsorship of male and female professional sporting teams in Australia](#)

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9. [A missed opportunity for public health: How impact assessment shaped EU rules on the marketing of unhealthy commodities to children](#)
10. [How frequently is alcohol advertised on television in Canada? A cross-sectional study](#)
11. [Prevalence and predictors of misperceptions of 'better-for-you' alcohol products among Australian adult drinkers](#)
12. [No- and low-alcohol beer and the sponsorship of sport in Australia: An audit of sponsorship partnerships and analysis of marketing tactics](#)
13. ['Just a colour?': Exploring women's relationship with pink alcohol brand marketing within their feminine identity making](#)
14. [Who is being targeted by alcohol social media marketing? A study of Chinese young adults in Hong Kong](#)
15. [Virtue Marketing: Trends in Health-, Eco-, and Cause-Oriented Claims on the Packaging of New Alcohol Products in Australia Between 2013 and 2023](#)
16. [Alcohol industry-sponsored music festivals, alcohol marketing and drinking practices among young Nigerians: Implications for policy](#)
17. [The impacts of alcohol marketing and advertising, and the alcohol industry's views on marketing regulations: Systematic reviews of systematic reviews](#)
18. [Digital Alcohol Marketing and Gender: A Narrative Synthesis](#)
19. [New Immersive Alcohol Marketing and Commerce in Metaverse Environments](#)
20. [Advertising and Marketing Strategies of Alcohol Brands at BharatGP: Assessing Awareness among Riders and Attendees](#)
21. [Restricting the Content of Alcohol Advertising and Including Text Health Warnings: A Between-Group Online Experiment with a Non-Probability Adult Sample in the United Kingdom](#)
22. [The Impacts of Alcohol Marketing and Advertising, and the Alcohol Industry's Views on Marketing Regulations: Systematic Reviews of Systematic Reviews](#)
23. [\(2025\) Harmful Marketing: An Overlooked Social Determinant of Health](#)

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DUBIOUS FIVE STRATEGY: POLITICAL INTERFERENCE

In this section we highlight three studies because they contribute to the link between science, advocacy, and alcohol policy development. We shared the analysis about Big Alcohol's use of social media to derail the alcohol law in Uganda above.

In addition, understanding how the alcohol policy landscape evolves, with new challenges such as rapid, on-demand delivery and Big Alcohol's push into high-strength ready-to-drink products is key for evidence-based alcohol policy making. Increasing the understanding of alcohol industry front groups, such as the IARD, and their lobbying activities is crucial for alcohol policy advocates and for protecting alcohol policy making from Big Alcohol interference. And thirdly, using the Truth Tobacco Library, a landmark study exposes the strategic links between Big Tobacco and Big Alcohol and helps understand the IARD even better.

In 2024, WHO Europe released the Alcohol Policy Playbook to expose false alcohol industry claims and empower policymakers and advocates with independent scientific evidence.

1. [Industries, citizens, and non-governmental organizations' positioning and arguments used in European Union initiatives for alcohol taxation and cross-border regulation](#)
 - This study mentions the advocacy work of Movendi International.
2. [Mapping the Lobbying Footprint of Harmful Industries: 23 Years of Data From OpenSecrets](#)

3. [Evolution of the major alcohol companies key global policy vehicle through the prism of tax records 2011-19](#)
 - This study sheds light on the political activities of the alcohol industry at the global level.
 - It reveals that the evolution of ICAP into IARD has not meant any shifts in the organization and activities of the collaborative efforts of the major alcohol companies.
 - The stated purposes of ICAP and IARD are near identical. The main declared activities were similar for both organizations and comprised public affairs/policy corporate social responsibility science/research and communications.
 - Alcohol and global health research and policy agendas should give careful attention to the sophisticated nature of alcohol industry political activities.
4. [The role of gifts in building influence with politicians: Thematic analysis of interviews with current and former parliamentarians](#)
5. [Generating political priority for alcohol policy reform: A framework to guide advocacy and research](#)
6. [Empowering public health advocates to navigate alcohol policy challenges: alcohol policy playbook](#)
 - Landmark report by the WHO Regional Office for Europe.
 - The Alcohol policy playbook addresses key questions about the impact of alcohol and the efficacy of key policies, including pricing, availability limits, marketing regulation, labelling, and more.

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- For each question, the Playbook contrasts alcohol industry claims with public health evidence, helping expose when alcohol issues are framed from a Big Alcohol perspective.
 - The Playbook guides policymakers to prioritize public health evidence with the aim of preventing and reducing alcohol harm.
7. [The rise and fall of the Queensland Government policy to restrict unhealthy food and alcohol advertising on publicly owned assets](#)
 8. [Industry influence on public health policy formulation in the UK: a complex systems approach](#)
 9. [Continuities and change in alcohol policy at the global level: a documentary analysis of the 2010 Global Strategy for Reducing the Harmful Use of Alcohol and the Global Alcohol Action Plan 2022–2030](#)
 10. **[The Evolving Alcohol Landscape: Implications for Public Health and Policy](#)**
 - The alcohol market is undergoing significant changes driven by the entry of major soft drink and third-party delivery companies, the erosion of public health laws, the rising alcohol content of ready-to-drink products, and the growing alignment between the alcohol and cannabis industries.
 - These developments pose new risks especially regarding the accessibility of these products to minors and the linked harms.
 - Evidence-based alcohol policy action is needed to address these issues.
 11. [Corporate social responsibility, policy framing and strategic marketing: understanding the alcohol industry's use of social media in Uganda](#)
 12. **[From the tobacco industry's uses of science for public relations purposes to the alcohol industry: Tobacco industry documents study](#)**
 - Researchers systematically searched the Truth Tobacco Documents Library for information about Associates for Research in Substances of Enjoyment (ARISE, formed by Big Tobacco), alcohol and the alcohol industry.
 - The study reveals that at a formative moment in the mid-1990s the major alcohol companies took advantage of the intellectual inheritance and personnel provided by the tobacco industry when establishing ICAP. Key to this was an ICAP conference that resulted in "Alcohol and pleasure: A health perspective (1999)."
 - Not only did ARISE use alcohol to play a supporting role in a sophisticated tobacco industry strategy, but the alcohol industry also engaged with ARISE as part of its own strategy.
 13. [Assessing alcohol industry penetration and government safeguards: the International Alcohol Control Study](#)
 14. [Education-based differences in alcohol health literacy in Germany](#)
 15. (Late 2023) [Taxation of tobacco, alcohol, and sugar-sweetened beverages: reviewing the evidence and dispelling the myths](#)

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DUBIOUS FIVE STRATEGY: DECEPTION

In this section we highlight three studies that expose Big Alcohol tactics of deceptive framing and one example of how these practices affect parents.

1. [Dark patterns, dark nudges, sludge and misinformation: alcohol industry apps and digital tools](#)

- This study examined the information accuracy and framing behavior change techniques and functions of alcohol-industry-funded digital tools in five Western hemisphere English-speaking countries.
- The researchers identified misinformation and 'dark patterns' (interface design strategies for influencing users against their interest) throughout alcohol-industry-funded tools.
- Alcohol-industry-funded tools encouraged consumption through priming nudges and social norming.

2. [Apologizing for the Alcohol Industry? A Comment on ISFAR's Defense of Alcohol's Purported Health Benefits](#)

3. [Under the influence: system-level effects of alcohol industry-funded health information organizations](#)

4. [Randomized study of the effects of sense of entitlement and conflict of interest contrarianism on researcher decision-making to work with the alcohol industry](#)

5. [Australian parents' perceptions of the risks posed by harmful products to the health of children](#)

- This study demonstrated that parents are concerned about health harming industries and do their best to protect their children from harm but recognize that they need more support.
- Parents actively engaged in educating their children about health harming products, such as alcohol, but recognized that it was difficult to counter (alcohol) industry messages.
- Parents emphasized the need for a collective approach, advocating for increased information and government regulations, particularly relating to marketing.

6. [Managing Disruption: A Case Study of Boundary Work Around Alcohol Industry-Sponsored Scientific Interventions](#)

7. [Alcohol, cardiovascular disease and industry funding: A co-authorship network analysis of epidemiological studies](#)

8. [Moral jeopardy, conflicts of interest and the integrity of public health research](#)

9. [How Do Industry-Funded Alcohol and Gambling Conferences Frame the Issues? An Analysis of Conference Agendas](#)

- This study examined how industry-funded alcohol and gambling conferences present themselves and frame product harms and solutions.
- The study revealed industry-favorable framings of harms and

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solutions within the alcohol and gambling conferences that target professionals outside of the industry including researchers and policy makers.

- The study exposed four key frames dominant in these conferences: a complex link between product consumption and harm, focus on the individual, deflection from population-level approaches, and medicalization/specialization of solutions.

DUBIOUS FIVE STRATEGY: SABOTAGE

In this section we highlight three studies that reveal different consequences of Big Alcohol's sabotage tactics: intimidation of researchers and advocates jeopardizes knowledge generation and knowledge translation into policy action. The other two studies reveal how the alcohol industry breaks existing alcohol laws in Sri Lanka and Uganda. But the study from Sri Lanka, supported through the RESET Alcohol Initiative, shows that people recognize the sabotage tactics of Big Alcohol. And the Uganda study shows how communities can be involved in holding the alcohol industry accountable.

1. [Intimidation against advocates and researchers in the tobacco, alcohol and ultra-processed food spaces: a review](#)

- Less is known about the types of intimidation experienced by advocates and researchers and their responses to this intimidation. This scoping review explores the literature across the tobacco, alcohol and ultra-processed food spaces for instances of intimidation.

- The study revealed intimidatory tactics towards advocates and researchers in every sector of the unhealthy commodity industries.
- Public discreditation, followed by legal threats and action, complaints and freedom of information requests were most frequently mentioned and often attributed to unhealthy commodity industries or their third parties.

2. [Serving Alcohol to an “Obviously Intoxicated” Patron](#)

3. [Uptake of mandated pregnancy warnings in the Australian alcoholic ready-to-drink beverage market](#)

4. [Public opinion on alcohol policies in Sri Lanka](#)

- This study exposes the alcohol industry violating Sri Lankan laws and that people recognize the alcohol industry's sabotage strategy.
- Despite the establishment of the National Authority on Tobacco and Alcohol (NATA) Act in 2006 in Sri Lanka, which prohibits the direct, indirect and surrogate promotion of alcohol, the alcohol industry continues to market their products through various means such as social media and increasingly through various social events.
- More than half of the alcohol consuming survey participants (57.3%) agreed that the alcohol industry is an obstacle for the implementation of strong alcohol laws in the country

5. [Investigating the impact of 'dark nudges' on drinking intentions: A between groups, randomized and online experimental study](#)

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6. [Crowdsourcing Alcohol Billboards in Kampala, Uganda: Examining Alcohol Advertisement Violations](#)

- Crowdsourcing was used to track and report alcohol billboard violations, revealing frequent breaches of advertising guidelines.
- This study demonstrates the effectiveness of community engagement in monitoring and holding alcohol advertisers accountable.

DUBIOUS FIVE STRATEGY: MANIPULATION

In this section we highlight three studies to illustrate key findings of the perils of partnership with the alcohol industry.

1. [Big alcohol: Universities and schools urged to throw out industry-funded public health advice](#)

- The long term harms of alcohol are being minimized in alcohol industry funded education, find Madlen Davies and Hristio Boytchev, in an investigation for the BMJ.
- But a civil society campaign in Ireland showed that it is possible to remove the alcohol industry and their predatory practices from Irish schools. The ICAAN campaign got Ireland's prime minister and the Department of Education to issue a statement telling school principals not to allow Drinkaware into schools.

2. [National Public Health Surveillance of Corporations in Key Unhealthy Commodity Industries – A Scoping Review and Framework Synthesis](#)

3. [The Perils of Partnership: Interactions Between Public Health England, Drinkaware, and the Portman Group Surrounding the Drink Free Days Campaign](#)

- This study reveals system-level effects of the partnership between Public Health England and alcohol industry front groups Drinkaware and the Portman Group.
- The perils of partnership with Big Alcohol include the marginalization of other civil society voices, the displacing of more effective policy options, and strategic alignment with other industry lobbying activities.

4. [The WHO Foundation in global health governance: Depoliticizing corporate philanthropy](#)

5. [Alcohol's contribution to climate change and other environmental degradation: a call for research](#)

6. (Late 2023) [Constructing public-private partnerships to undermine the public interest: critical discourse analysis of Working Together published by the International Alliance for Responsible Drinking](#)

- This study examined the discursive tactics and strategies used in Working Together; a 'toolkit' published by the key global alcohol industry front group, the International Alliance for Responsible Drinking (IARD).
- The toolkit is designed to legitimate the inclusion of alcohol industry actors as initiating 'partners'.

7. RESEARCH INTO BIG ALCOHOL

State of the art overview of scientific developments in the understanding of the alcohol industry in 2024

- The toolkit is also designed to assign Big Alcohol actors roles as managers of a set of carefully constructed relationships.
- This vision of public–private partnership reproduces the hegemonic narrative that has successfully blocked policy advances for decades and led to growing alcohol harm globally.

BONUS CATEGORY: BIG ALCOHOL AS COMMERCIAL DETERMINANT OF HEALTH

In this section we include studies that show how the alcohol industry interlinks with other health harming industries.

1. [WHO blames tobacco, processed food, fossil fuel, and alcohol industries for 2.7m deaths a year in Europe](#)
2. [The Commercial Determinants of Violence: Identifying Opportunities for Violence Prevention through a Public Health-Based Framework Analysis](#)
3. [Institutional investment in addictive industries: an important commercial determinant of health](#)
4. [Acting on the Commercial Determinants of Health](#)
5. [Addressing the commercial determinants of mental health: an umbrella review of population-level interventions](#)
6. [Commercial determinants of mental ill health: An umbrella review](#)
7. [Protecting whose welfare? A document analysis of competition regulatory decisions in four jurisdictions across three harmful consumer product industries](#)
8. [The commercial determinants of health in Ireland: fueling an industrial epidemic at home and abroad](#)
9. [The commercial determinants of Indigenous health and well-being: a systematic scoping review](#)
10. (Late 2023) [Bridging the commercial determinants of Indigenous health and the legacies of colonization: A critical analysis](#)

The background is a solid yellow color. Overlaid on this is a network of thick yellow lines that intersect at circular nodes. The lines and nodes are arranged in a way that suggests a complex, interconnected system, possibly representing a network or a molecular structure. The lines are of varying thickness and the nodes are of varying size, creating a dynamic and abstract visual effect.

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