

Alcohol Policy



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Contents

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I Background

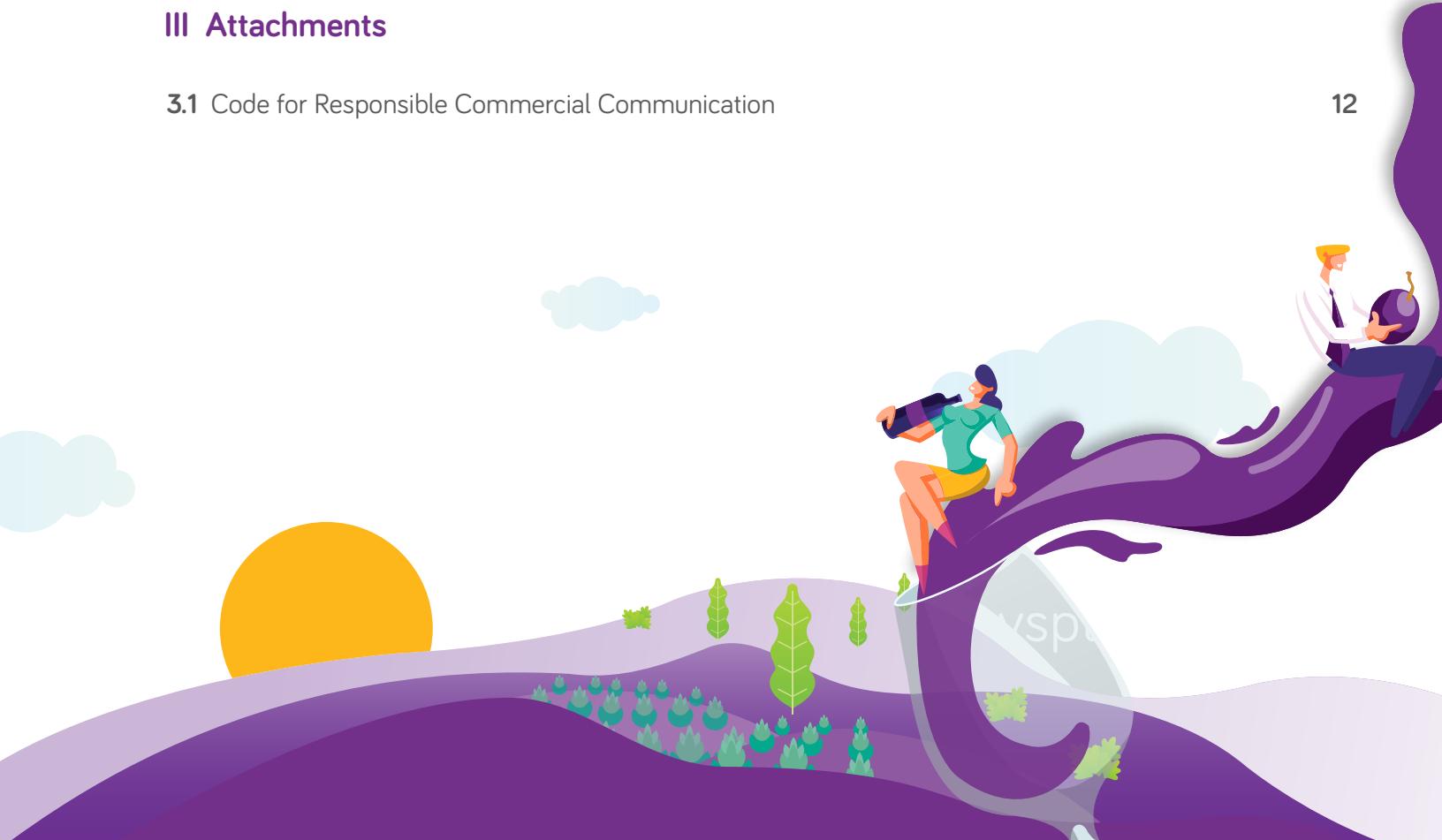
1.1 Description of CCU	3
1.2 Social Responsibility is one of CCU's pillars	4
1.3 Objectives of the "CCU Alcohol Policy"	4
1.4 The company fulfills its "CCU Alcohol Policy" through various programs	5
1.5 The document: "CCU: Code for Responsible Commercial Communication" is based on the "CCU Alcohol Policy"	5

II Declaration of the Alcohol Policy

2.1 CCU Alcohol Policy	6
2.2 Declaration of the CCU Alcohol Policy	7

III Attachments

3.1 Code for Responsible Commercial Communication	12
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1.1

Description of CCU

CCU is a diversified multicategory company with operations in Chile, Argentina, Bolivia, Colombia, Paraguay and Uruguay. In Chile, CCU is one of the main players in each category it participates including beer, soft drinks, bottled water, juices, wine and pisco, among others.

In regards to South America, CCU is the second-largest beer brewer in Argentina, also participating in the cider, liquor and wine industry. In Uruguay and Paraguay, is it present in the beer, bottled water, soft drinks and juice markets. In Bolivia, it participates in the beer, bottled water, soft drinks and malt industries. Meanwhile in Colombia, CCU participates in the beer and malt industry.

The company's main licensing, distribution and/or joint venture contracts include Heineken Brouwerijen, B.V., PepsiCo Inc., Seven-up International, Schweppes Holdings Limited, Société des Produits Nestlé S.A., Pernod Ricard Chile S.A., Promarca S.A. (Watt's) and Coors Brewing Company.

CCU and all of its related companies, independent of whether they produce alcohol or not, must strive to guarantee execution of the "CCU Alcohol Policy".



1.2

Social Responsibility is a pillar of CCU

We accompany and enhance different moments in people's lives with a wide range of beverages and experiences, guided by our principles and in order to benefit the people we interact with, whilst caring for the environment.

CCU subjects its business development to the highest standards of corporate responsibility.

CCU strives to fulfill the needs and interests of the various parties with which it interacts. For this reason, it looks after its consumers which prefer its brands each day, and ensures a tight commitment to the general community.

The decisions made by CCU and the measures implemented respect the ambitions of those who do not form part of the business, always looking to contribute so that our society is better with each new day.

In accordance with this, CCU's products which contain alcohol are directed exclusively towards the adult public, and never towards underage people.

1.3

Objectives of the “CCU Alcohol Policy”

- Promote Responsible Alcohol Consumption
- Promote social acceptance of Responsible Alcohol Consumption
- Promote the sustainability of CCU

1.4

The company fulfills its “CCU Alcohol Policy” through various programs

The company fulfills its “CCU Alcohol Policy” through advertising programs and campaigns whose purpose are to promote Responsible Alcohol Consumption, tailored towards different audience: Parents, clients, collaborators and the general community.



1.5

The document “CCU: Code for Responsible Commercial Communication” is based on the “CCU Alcohol Policy”

At CCU, commercial communications are regulated by the “CCU: Code for Responsible Commercial Communication” document, which is a set of principles, standards and basic regulations which guide management for all those that work at CCU. Its aim is so that the communication of commercial brands, in a broad sense, is aligned with the “CCU Alcohol Policy”. In the appendix: “CCU: Code for Responsible Commercial Communication – A Summary table with the applicable principles for Alcoholic Products”, this point is laid out.



2.1

CCU Alcohol Policy

- CCU complies with current legislation in the countries where it carries out business.
- For CCU, Responsible Alcohol Consumption is compatible with a balanced, positive lifestyle.
- CCU is committed to promoting Responsible Alcohol Consumption
- CCU expects all of its collaborators to behave responsibly when consuming alcohol.
- CCU informs of activities related to its “CCU Alcohol Policy”.
- CCU carries out its commercial communications responsibly.
- CCU requires obligatory implementation of its “CCU Alcohol Policy” for all of its related companies.
- CCU, in all of its actions, aspires to contribute to society and make it better each day.



2.2

Declaration of the CCU Alcohol Policy

CCU complies with current legislation in the countries where it carries out business

CCU carries out activities within the framework of strict compliance with current legislation in the countries where it carries out business.

For this reason, CCU is particularly rigorous about respecting and applying legislation in all areas concerning alcoholic products, including its production, distribution, consumption and promotion.

For CCU, Responsible Alcohol Consumption is compatible with a balanced, positive lifestyle.

For CCU, alcohol consumption has been part of society since time immemorial. CCU considers that consumption by adults, as with the majority of food products, should be carried out in a moderate, responsible way.

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A Responsible Alcohol Consumer

- Over 18 years old
- Does not drink and drive
- Drinks moderately and slowly
- Drinks to celebrate and not to escape from their problems
- Does not succumb to social pressure
- Ceases to drink when they feel the first symptoms of slower thinking
- Not pregnant or breastfeeding (if they are a woman)
- Prefers to enjoy alcohol them with food or alternate with non-alcoholic drinks
- Does not buy alcohol for minors
- If drinking, plan for a safe journey home

*CCU is committed
to promoting
Responsible Alcohol Consumption*

CCU is committed to actively promoting Responsible Alcohol Consumption through programs orientated towards different publics: Parents, consumers, company collaborators and the general community. For these activities, publicity campaigns are also incorporated through mass media.

*CCU expects all
of its collaborators to behave
responsibly when
consuming alcohol*

For CCU, all of its collaborators -whether in subsidiary or connected companies producing alcohol or not- represent the Company and its values. As ambassadors of CCU, they are expected to be a good example for their families and consumers, and for the world outside the company. This not only applies for the way they use alcohol, but also for the way they live and how they convey the concept of Responsible Alcohol Consumption.

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*CCU informs of
activities related to its
“CCU Alcohol Policy”*

CCU assumes responsibility for the information related to its alcoholic products. For this reason, CCU is actively committed to providing and disseminating information about Responsible Alcohol Consumption.

For CCU, the best way to promote responsible consumption of its products is through consumers who are able to make free, informed decisions, knowing the characteristics and potential problems associated with excessive alcoholic consumption.

*CCU carries out its commercial
communications responsibly.*

The company has compiled a document, “CCU: Code for Responsible Commercial Communications”, aiming to guide publicity for its commercial brands. Its main contents (which appear together in the appendix of the “CCU Alcohol Policy”) are the following:

General Principles

- Comply with all current legislation
- Be honest, truthful and responsible
- Conform to accepted principles of fair competition and good commercial practice
- Avoid going against moral standards or against those for public order and good customs
- Always promote the dignity and integrity of everyone, independent of their condition, gender, nationality, race or religion

Applicable Principles for Alcoholic Products

The following topics are included:

- General principles for alcoholic products
- Responsible Alcohol Consumption
- Underage people
- Road safety
- Sports
- Alcohol consumption, performance and the workplace
- Violence and danger
- Health aspects and alcohol content
- Social and emotional success
- Free samples



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Applicable Principles for Non-alcoholic Products

The following topics are included:

- Balanced consumption of non-alcoholic drinks
- Health and nutritional content
- Sport, healthy lifestyle and physical performance
- Social and emotional success
- Responsible communication for underage people

Naturally, all of the above must be compatible with promoting brand positioning, increasing value and as a result, optimal commercial development, as well as contributing to a society which is better each day.

*CCU requires obligatory implementation
of its “CCU Alcohol Policy”
for all of its related companies.*

CCU carries out business in Chile and other countries through subsidiary and affiliate companies which must, independent of whether they produce alcohol or not, strive to ensure application of the “CCU Alcohol Policy”.

*CCU in all of its actions,
aspires to contribute to society
and make it better each day*

All CCU activities and business should contribute towards society, improving it each day.

In this sense, the “CCU Alcohol Policy” and its corresponding promotion of responsible consumption constitute a commitment for the Company, aiming to enhance the quality of people’s lives.