

# GLOBAL CODE OF RESPONSIBLE PRACTICES

FOR BEVERAGE ALCOHOL ADVERTISING AND MARKETING | JUNE 2023

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At Constellation Brands, Inc., our mission is to build brands that people love because we believe sharing a toast, celebrating milestones, and helping people connect are Worth Reaching For. It's worth our dedication, hard work, and the bold calculated risks we take to deliver more for our consumers, trade partners, shareholders, and communities in which we live and work. It's what has made us one of the fastest-growing large Consumer Packaged Goods (CPG) companies at retail in the U.S., and it drives our pursuit to deliver what's next.

From our humble beginnings in 1945 as an upstate New York wine producer to our position today as a leading international producer and marketer of beer, wine, and spirits with operations in the U.S., Mexico, New Zealand, and Italy, we've delivered powerhouse brands and best-in-class experiences that people love. Every day, people reach for our high-end, iconic imported beer brands and our high-quality premium and fine wines and craft spirits brands.

Our pursuits are guided by our commitment to the environment and social responsibility, and to building trust through transparency. We aspire to find new ways to make a difference in our changing world by investing ourselves in purpose-driven efforts that positively impact the communities in which we proudly live and work. This is critical to our journey forward, helping us grow in ways that are sustainable and fair.

Operating responsibly is part of who we are, and we are committed to promoting responsible consumption of our products by those adults who choose to drink. As part of our commitment, Constellation Brands, Inc. has developed this Global Code of Responsible Practices for Beverage Alcohol Advertising and Marketing (the "Code") to provide guidance to our subsidiaries and other affiliated companies (all, collectively, "CBI"), and each of their respective distributors, agencies and vendors involved in the promotion of CBI beverage alcohol products to consumers, wherever those brands are sold.

## THE GUIDING PRINCIPLES OF THE CODE

The overriding principle of this Code is to ensure CBI beverage alcohol products are marketed to legal drinking age adults in a responsible and appropriate manner. To this end, CBI is committed to both the responsible placement and responsible content of beverage alcohol brand marketing and advertising materials and requires that all of its advertising and marketing activities are conducted in accordance with both the express provisions and the spirit and intent of this Code.

As a global beverage alcohol company, CBI plays an active role in numerous trade and industry organizations. We are committed to: (a) working with our industry partners and customers to ensure that social responsibility activities, including industry codes, remain a priority; and (b) helping address misuse, abuse, and unlawful consumption of beverage alcohol products. CBI, and the trade and industry organizations to which CBI belongs, also engage with regulators to share best practices for social responsibility activities and to comply with applicable laws and regulations.

While a single global code cannot cover all specific regulations, policies, and social norms in every country's markets, this Code is meant to provide the fundamental framework for responsible brand promotion, including marketing and advertising, for CBI's beverage alcohol products. Local markets may impose additional guidelines to ensure compliance with a specific country's laws and customs; however, such changes will be in addition to — and not in substitution of — the standards in this Code. Furthermore, when producing beverage alcohol advertising or marketing materials that are intended for use in multiple markets, CBI will consider application of the most stringent standards in the applicable territories.

CBI encourages responsible decision-making regarding drinking or not drinking by adults of legal drinking age and discourages abusive or unlawful consumption of CBI's products. CBI urges adults who choose to consume beverage alcohol products to do so in moderation. Nevertheless, it is the obligation of each consumer who chooses to drink to enjoy beverage alcohol products in a responsible manner.

Compliance with this Code is mandatory for CBI, its authorized distributors, and all marketing and advertising agencies, vendors and other companies hired and responsible for developing advertising or marketing materials and campaigns for CBI (all collectively, the "CBI Companies") in all countries. For any CBI-affiliated entity in which CBI maintains less than a controlling interest (i.e., 50% or less ownership or voting share), CBI recommends that such entity adopt: (i) this Code, (ii) a substantially similar code of responsible marketing practices, or (iii) the best practices in responsible advertising and marketing for the beverage alcohol segment in the country in which such entity does business.

This Code supersedes all previous editions of any CBI Code of Responsible Practices for advertising and marketing and is anticipated to be further updated from time to time to reflect continuous improvement in social responsibility practices throughout the industry.

The principles and provisions of this Code apply to all beverage alcohol advertising and marketing activities conducted by or on behalf of CBI and should always be considered throughout the development process. Advertising and marketing activities covered by this Code include, but are not limited to:

- Traditional brand advertising (TV, radio, print, out-of-home, cinema)
- Direct marketing (SMS / MMS messaging and email)
- Digital media (on CBI and third-party owned and operated websites, social media platforms, in paid search, mobile applications and video games)
- Trade advertising (business-to-business advertising, beverage alcohol industry and trade association publications)
- Public relations activities
- Consumer promotions (sweepstakes, contests and consumer offers)
- Beverage alcohol packaging and labels
- Sales materials (point-of-sale, consumer advertising specialties and sell sheets)
- Experiential marketing programs and events (live and virtual music events, sporting events, culinary events, and other consumer-facing promotional activities)
- Product placements (movies, television programs, music videos, video games)
- Sponsorships (such as those between CBI and other brands, events, celebrities, and/or influencers)

All parentheticals in the list above are illustrative — not exhaustive — examples. The Code does not apply to public service announcements concerning the risks of irresponsible consumption. Furthermore, the Code does not apply to the use of CBI beverage alcohol products in advertising or marketing materials made without CBI's express permission or involvement; or communications in which CBI was neither involved in the creation, nor in the distribution, of the content and did not officially endorse the content.

Questions about the interpretation of this Code, compliance with this Code, the application of this Code's provisions, or to report non-compliant or unauthorized content should be directed to the CBI Legal Department at [legalmarketing@cbrands.com](mailto:legalmarketing@cbrands.com).

## MEDIA PLACEMENTS

- A. Beverage alcohol advertising and marketing materials are intended for adults of legal drinking age who choose to drink alcohol. Prior to the placement of advertising in any media, CBI Companies should always use and consider appropriate tools and care in evaluating audience composition to select and target adult audiences. Such evaluations should always consider content, timing, and targeting to ensure advertising placements are during the appropriate dayparts and in the appropriate media for the intended legal drinking age audience. Audience composition data must be reliable and up to date.
  - 1. In the U.S., for example, advertising and marketing should only be placed in media where at least 73.8% of the audience is reasonably expected to be above the legal drinking age (based on current U.S. Census data).
  - 2. In countries outside the United States, please reach out to the CBI Legal Department for an assessment.
- B. To facilitate these placement commitments, CBI Companies should review recognized media composition data on a regular and frequent basis to ensure that the audience composition data are current and appropriate.
- C. CBI Companies should conduct internal, periodic after-the-fact audits of past placements to verify that such placements comply with this Code and to take appropriate, corrective action for future placements.
- D. If an advertisement is placed in or on digital media where dissemination is targeted and restricts delivery only to registered users who are verified as legal drinking age, such placement will be considered responsibly placed under this Code.
- E. If an advertisement is placed in or on digital media that is targeted for delivery directly to an individual consumer, CBI Companies should confirm such individual's age with reasonable certainty.
- F. CBI Companies should not initiate direct communications with any consumer (either in person, via email, text message, digital or social media) unless the consumer has been verified as of legal drinking age prior to the communication.
- G. CBI Companies should take appropriate measures and reasonable efforts to ensure beverage alcohol advertising and marketing does not appear at events unless there is a method in place to age verify attendees and ensure the target audience is reasonably expected to be of legal drinking age in the location where the event is taking place.
- H. CBI Companies may place fixed beverage alcohol advertising and marketing materials at venues that are used primarily for adult-oriented events where the primary audience attending those venue events is reasonably expected to be of legal drinking age in the location where the event is taking place.

## **MEDIA PLACEMENTS, continued**

- I. CBI Companies should not advertise or market beverage alcohol products in college or university newspapers, or on college and university campuses, except for inside licensed retail establishments located on such campuses or at events where at least 73.8% of attendees are of legal drinking age in the United States (or greater, as called by the standards in the country of such campus).
- J. CBI Companies should not sponsor beverage alcohol promotions at on-campus licensed retail establishments owned or operated by a college or university unless such promotions are for educational purposes at the request or with the approval of such college or university.
- K. CBI Companies should not place signage on any outdoor stationary location within five hundred (500) linear feet of an established place of worship, elementary school or secondary school, except on a licensed premise.
- L. CBI Company-controlled beverage alcohol brand websites must employ age affirmation mechanisms. Such websites should also include a reminder of the pertinent legal drinking age, or a reference to a website to confirm the applicable legal drinking age, as well as a link (where available) to an independent website that promotes responsible decision making in the consumption of beverage alcohol products.
- M. Direct marketing communications which contain forwardable content (including advertising and marketing content that is designed or enabled to be shared, downloaded, re-posted, or emailed) should include instructions to recipients that they should not forward such materials to individuals below the legal drinking age, and include a responsible drinking statement.
- N. CBI Companies are committed to providing consumers with transparency and choice and should always seek express consumer consent prior to delivering any direct communication to consumers, excluding the communication to obtain consent itself.

## PRODUCT PLACEMENTS IN ENTERTAINMENT

- A. Movies, television programs, streaming content, music videos, and video games often may portray the consumption of beverage alcohol products and related signage in their productions. For those CBI Companies that seek placement opportunities, product placements will be guided by the following principles:
1. CBI will approve or reject a product placement on a case-by-case basis based upon the information about the movie, television program, streaming content, music video, or video game available at the time provided by the project's producers.
  2. CBI Companies should not approve a product placement where a character engages in consumption of a CBI beverage alcohol product in connection with driving.
  3. CBI Companies should not approve a product placement which portrays the purchase or consumption of a CBI beverage alcohol product by a person who is below the legal drinking age.
  4. CBI Companies should not approve a product placement where the primary theme, because of its content or presentation, is especially attractive to persons below the legal drinking age beyond the general attractiveness of such theme to persons of legal drinking age.
  5. CBI Companies should not approve a product placement where a character uses a CBI beverage alcohol product irresponsibly or abusively or where alcoholism is portrayed, unless the depiction supports a responsible consumption message.
  6. CBI Companies should not request or approve a product placement in any measured media unless the placement is consistent with the responsible placement provisions of this Code.



## ADULT AUDIENCES/UNDERAGE PERSONS

- A. The content of beverage alcohol advertising and marketing materials should not primarily appeal to individuals below the legal drinking age.
- B. Beverage alcohol advertising and marketing materials should not depict children or portray or depict objects, images or cartoon figures that primarily appeal to persons below the legal drinking age, including but not limited to the name or image of Santa Claus. Advertising or marketing material is considered to “primarily appeal” to persons below the legal drinking age if it has special attractiveness to such persons beyond the general attractiveness it has for persons above the legal drinking age.
- C. Beverage alcohol products should not be advertised or marketed on the comic pages of newspapers, magazines, or other publications.
- D. Beverage alcohol products should not be advertised or marketed in a manner associated with the attainment of adulthood or the “rite of passage” to adulthood.
- E. Beverage alcohol product advertising and marketing should not suggest that avoiding beverage alcohol products is synonymous with immaturity.
- F. Beverage alcohol products should not be advertised or promoted by any person who is below the legal drinking age or who is made to appear to be below the legal drinking age. To help ensure that individuals in beverage alcohol advertising and marketing are, and appear to be, of legal drinking age, models and actors paid by CBI must be at least 25 years old as substantiated by proper identification and should reasonably appear to be at least as old as the applicable legal drinking age in the country in which CBI Companies will be disseminating such marketing and advertising materials. For clarity in applying this provision, athletes, entertainers, celebrities, spokespersons, and social media influencers of legal drinking age who are generally recognizable to their intended audience, are not considered models or actors under this provision; but must be of legal drinking age, must reasonably appear to be of legal drinking age, and should not primarily appeal to persons below the legal drinking age.
- G. CBI Companies should not use any beverage alcohol brand identification, including logos, trademarks, indicia or product names on clothing, toys, games or game equipment, or other items intended for use primarily by persons below the legal drinking age.
- H. The manufacture of brand logoed apparel, and the licensing of CBI trademarks used in connection with the sale of brand logoed apparel, should be limited to only adult sizes.
- I. Beverage alcohol advertising and marketing shall not disparage CBI competitors. Comparative statements involving competitors should be truthful and substantiated.

## SOCIAL RESPONSIBILITY

- A. CBI Companies should always portray beverage alcohol products and those consuming such products in a responsible manner. This may include depicting such products as part of responsible personal or social experiences and activities, including social, relaxing or romantic settings.
- B. Beverage alcohol advertising and marketing materials should not depict retail establishments where beverage alcohol is served or sold as unkempt or unmanaged.
- C. Beverage alcohol advertising and marketing materials should not feature licensed retail establishments (grocery, liquor and convenience stores, or bars or restaurants) where beverage alcohol products are served or sold, unless permitted by federal, state or country laws. CBI Companies shall not pay for advertising of any licensed retail establishments in any instance.
- D. Beverage alcohol advertising and marketing materials should not depict situations where beverage alcohol is being consumed rapidly, excessively, involuntarily, as part of a drinking game, unlawfully or in an irresponsible manner. Such materials should never portray persons in a state of intoxication or in any way suggest that intoxication is socially acceptable conduct and should not promote the intoxicating effects of beverage alcohol consumption.
- E. Beverage alcohol advertising and marketing materials should not depict those people who choose not to drink alcohol in a negative light or imply that they enjoy life less than those who choose to drink alcohol.
- F. Beverage alcohol advertising and marketing materials shall not be directed to, or feature, pregnant women.
- G. Beverage alcohol advertising and marketing materials should not contain any curative, therapeutic, nutritional or health claim except as permitted by law and only if supported by competent and reliable scientific substantiation.
- H. Beverage alcohol advertising and marketing materials should not convey or claim that consumption of beverage alcohol products can prevent, treat or cure any human disease or have any medicinal effect.
- I. All express and implied messages conveyed by beverage alcohol advertising and marketing materials should be ethical, truthful and not misleading, and reasonably substantiated, and should comply with all legal standards regarding advertising practices in the country in which such materials are disseminated.
- J. Product comparisons should be truthful, substantiated and focused on characteristics that are meaningful to consumers.
- K. Beverage alcohol advertising and marketing materials should not depict littering or otherwise improper disposal of beverage alcohol containers, unless the scenes are used to clearly promote anti-littering and/or recycling.

**SOCIAL RESPONSIBILITY, continued**

- L. Beverage alcohol advertising and marketing materials should not contain claims or representations that individuals can attain social, professional, educational, sexual or athletic success or status as a result of beverage alcohol consumption. Such materials should also not suggest the beverage alcohol products are crucial for successful entertaining.
- M. Beverage alcohol advertising and marketing materials should not depict beverage alcohol products in association with abusive or violent relationships or situations.
- N. Beverage alcohol advertising and marketing materials should not imply or convey illegal activity of any kind.
- O. Beverage alcohol advertising and marketing materials should not suggest or convey that alcohol consumption enhances mental ability or physical performance; or eliminates or relieves anxiety, shyness, inhibitions, or other psycho-social problems.
- P. Beverage alcohol advertising and marketing materials should not portray beverage alcohol consumption by anyone who is engaged in, or is immediately about to engage in, any activity that requires a high degree of alertness or physical coordination. It is, however, acceptable to show someone responsibly enjoying a CBI beverage alcohol product in a relaxing, celebratory or team setting after such activity has taken place, provided there is a change in scenery or setting – to indicate a passing of time – from the completion of the activity that requires high degrees of alertness or physical coordination.
- Q. Beverage alcohol advertising and marketing materials should not be associated with antisocial or dangerous behavior.
- R. Beverage alcohol advertising and marketing materials must not portray, encourage or condone driving or operating any motor vehicle, boat, aircraft or other machinery while intoxicated.
- S. Beverage alcohol advertising and marketing materials should not use the term, or sponsor events or activities that use the term, “spring break” or similar regional expressions synonymous with school holiday recess/vacation for persons below the legal drinking age.
- T. Beverage alcohol advertising and marketing materials may refer to the alcohol content of a beverage alcohol product in a straightforward and factual manner but should not promote the potency of a beverage alcohol product.
- U. Responsible drinking statements should be included in all beverage alcohol advertising and marketing materials, on websites, and at promotional events where practicable.

## GOOD TASTE

- A. CBI Companies should be aware of cultural sensitivities and local perception in the markets where products are sold and marketed to ensure that global and local brand communications for CBI beverage alcohol products do not contain any images, symbols, figures or messages which are likely to be considered offensive, degrading or demeaning to gender, racial, religious, cultural, or minority groups, or to any individual's sexual orientation or gender identification.
- B. Beverage alcohol advertising and marketing materials should reflect generally accepted, contemporary standards of good taste.
- C. Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.
- D. Beverage alcohol advertising and marketing materials should not employ religion or religious themes, except where relevant to the heritage of a particular product.
- E. Beverage alcohol advertising and marketing materials may depict affection or other amorous gestures, or other attributes associated with relationships and friendship. While a brand preference may be portrayed as a mark of good taste and discernment, beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand, nor should such materials convey that someone who has consumed beverage alcohol products is capable of giving consent to any sexual activity.
- F. Advertising and marketing materials should not contain or depict graphic or gratuitous nudity, overt sexual activity or promiscuity.

## EVENTS AND PROMOTIONS

- A. On-premise promotions sponsored by CBI Companies should encourage responsible consumption by those legal drinking age adults who choose to drink and should discourage activities, including drinking games, that reward or encourage rapid excessive/abusive consumption.
- B. Where consumer tastings are permitted by law, CBI Companies should ensure that appropriate measures are employed to safeguard against underage drinking, including implementing age verification with government-issued identification for participating consumers and hiring only individuals of legal drinking age to conduct the sampling activity.
- C. CBI Companies should not promote or encourage beverage alcohol consumption in conjunction with reckless and/or irresponsible behavior at any promotion sponsored, or participated in, by a CBI Company.
- D. Only adults of legal drinking age are permitted to enter CBI beverage alcohol branded consumer-facing promotions (sweepstakes, contests).
- E. CBI Companies will not fulfill or issue prizeing, offers or distribute consumer advertising specialties to anyone under the legal drinking age.

## BRAND AMBASSADORS

- A. Brand Ambassadors are individuals who are compensated in return for educating customers and consumers about CBI beverage alcohol products. Brand Ambassador responsibilities may include serving consumer tastings and engaging with consumers at CBI branded consumer-facing events. Brand Ambassadors may be directly employed by CBI, an authorized distributor or a third-party agency.
- B. All events representing CBI beverage alcohol products should provide a safe and inclusive environment, and one in which both Brand Ambassadors and consumers are treated with dignity and respect.
- C. Brand Ambassadors engaged by or on behalf of CBI must be provided information on how to access all relevant CBI policies and this Code.
- D. Brand Ambassadors engaged by or on behalf of CBI:
  - 1. Must be of legal drinking age, as verified by government-issued identification.
  - 2. Shall not supply beverage alcohol products to those under the legal drinking age and shall not encourage irresponsible consumption.
  - 3. Shall not engage with, distribute advertising specialties or other branded items, or collect information from consumers who are under the legal drinking age.
  - 4. Should conduct reasonable diligence to ensure consumers who they engage with are of legal drinking age (as verified by government-issued identification).
  - 5. Must be trained on responsible serving of alcohol as well as applicable local legal requirements, preferably with a certified program, if available (and applicable to their specific services).
  - 6. Are not permitted to consume beverage alcohol products while promoting CBI products directly to consumers.
  - 7. Shall not encourage participation in or organize drinking games at CBI-sponsored promotional events.

## CONSUMER DATA

- A. CBI Companies will only process consumer data in accordance with the scope of consent provided, or as otherwise permitted by law, and will strive to offer consumers transparency and control over the use of their data. Subject to applicable laws and in accordance with CBI data privacy compliance measures, CBI will provide consumers with (i) clear and conspicuous opt-out mechanisms to allow consumers to unsubscribe from receiving direct communications and data processing, and (ii) a clear and conspicuous manner to contact CBI to exercise their rights as data subjects, in accordance with applicable law.
- B. CBI will provide consumers with access to [CBI's global privacy policy](#) on all brand and corporate websites and platforms that collect, process, or otherwise use consumer data in accordance with applicable legal standards.

## TRAINING AND EDUCATION

- A. The CBI Legal Department conducts regular training on the content of this Code to CBI employees responsible for the development and distribution of beverage alcohol advertising and marketing materials to the consuming public.
- B. Unless a local regulatory code of practice takes precedence, CBI will provide a copy of, or access to, this Code to all creative, marketing and media agencies, distributors, vendors and other third parties involved in each CBI company's advertising, marketing, or promotional activities. All such agencies, distributors, vendors and third parties are required to conduct regular training and ensure compliance with the content of this Code among their own employees and contractors.
- C. Any criticism or controversy regarding a CBI Company's marketing or advertising initiatives must be reported immediately to CBI's Legal Department at [legalmarketing@cbrands.com](mailto:legalmarketing@cbrands.com).





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**Please enjoy our products responsibly.**