

## **NBL Champions Smart Drinking**

**September 13, 2019. Kampala:** Nile Breweries Ltd (NBL), a subsidiary of AB InBev, the world's No 1 brewer, has urged its customers, partners and consumers to join the company in embracing the culture of Smart Drinking while enjoying its beer.

Uganda's beer market leader made this call today during the annual Global Beer Responsible Day (GBRD) celebrations held at Kyadondo Rugby Grounds, in Kampala.

"As a company, we believe that harmful use of alcohol is bad not only for our consumers, colleagues, families and communities, but also for our business," said Thomas Kamphuis, the NBL Country Director for Uganda and South Sudan.

"We want to be part of the solution, not the problem," he said. "Beer brings people together. It has been part of cultures around the world for centuries and we believe that every experience with beer should be a positive one," he added.

The theme of GBRD this year is "Drink Smart Today, Celebrate Tomorrow: Let's champion smart drinking together".

AB Inbev, NBL's parent company, has invested at least \$1 billion USD across its markets in dedicated social marketing campaigns and related programs by the end of 2025 to influence social norms and individual behaviors to reduce harmful use of alcohol.

"We are building a company to last for the next 100 years and beyond, and this will rely on thriving communities where harmful use of alcohol no longer presents a social challenge," said Onapito Ekomoloit, Legal and Corporate Affairs Director.

"We have a unique role to play in fostering a smart drinking culture – not only today, but every day. We want customers to be more educated, have more choices, and shift their social norms and behaviors so that all experiences with beer can be positive," he added.

NBL's Smart Drinking goals are delivered through partnerships, a set of programmes and initiatives for instance, in bars activations, awareness campaigns in traditional media and social media, social behavioral change campaigns such as No Excuse, road safety programs among others.

The GBRD celebration was marked by employee engaging with trade partners in bars where they spread awareness of how to #BeSmartDrinkSmart and an event on the same with students, trade partners, employees, representatives from the Uganda Police and other stake holders. Smart Drinking is a way of life for NBL.

### **DIRECTORS**

Roberto Jarrin (Ecuador), Thomas Kamphuis (Netherlands), Onapito-Ekomoloit (Uganda)