

RESPONSIBLE USE

As part of our commitment towards being actively engaged in our products, we continually focus on communicating what truly makes a difference and speak directly and positively to consumers about responsible use at every event.

We constantly ensure that our activities and our actions promote responsible and moderate consumption. We pride ourselves on being a brewer that has a strong focus on good behaviour and recognizes the good choices that people make every day. It is important to us is that our products are consumed in a responsible way by those who enjoy them. We believe beer, coolers and ciders can be part of a healthy, balanced lifestyle when consumed responsibly. We look at what it takes to make responsible choices and the courage it takes to stand behind those choices. We're proud of our products, and we're equally proud of taking a leadership role in promoting their safe enjoyment.