



We want to change the way the world drinks for the better, by celebrating moderation and continuing to address alcohol-related harm, expanding our programs that tackle underage drinking, impaired driving and binge drinking.

OUR PRIORITY

Our people as ambassadors

Responsible drinking is core to our business, and it starts with our employees. We empower our people to advocate for positive drinking. By upholding the standards and expectations outlined in the Employee Global Alcohol Policy, we can protect Diageo's reputation and, more importantly, ensure the health and safety of our people. Through DRINKiQ, our education platform, we ensure that our people are trained and have the information they need to make responsible choices about drinking – or not drinking.

Diageo Marketing Code

Our Diageo Marketing Code (DMC) and Digital Code set mandatory minimum standards for responsible marketing, and we review them every two years. At the heart of the DMC is our commitment to ensuring all our activities depict and encourage only responsible and moderate drinking, and never target those who are younger than the legal purchase age. To ensure that the promotion and marketing of our products is done responsibly, we have one of the strongest marketing codes in the industry.

Our partners on the journey

We partner with a wide variety of stakeholders in the public and private sectors including teachers, influencers, sports teams, transport organizations, non-profit organizations, and government entities to strengthen our reach. Some organizations include: Responsibility.org, Students Against Destructive Decisions (SADD), Spirits Canada, Educ'alcool IARD (International Alliance for Responsible Drinking), United Nations Institute for Training and Research (UNITAR).

2030 GLOBAL TARGETS

1 BILLION

people reached with a targeted message of moderation from our brands.

5 MILLION

people changing attitudes toward impaired driving, through our recently-launched interactive tool, "Wrong Side of the Road."

10 MILLION

young people, parents and teachers educated on the dangers of drinking underage.

OUR PROGRAMS IN NORTH AMERICA

PROMOTING MODERATION

For people who choose to drink alcohol, our goal is for them to 'drink better, not more' – because we are proud of our brands and we know that the best way for them to be enjoyed is responsibly.

Crown Royal and Captain Morgan have leveraged their sports partnerships to promote integrated moderation campaigns through advertising and in-stadium activations.

Our DRINKIQ platform aims to educate consumers on the effects of alcohol on the body and encourage them to make responsible choices around alcohol consumption.

+155 MILLION

people reached with responsible drinking campaigns from our brands in F21.

+500,000

consumers reached through our DRINKIQ platform, including our quiz and recently re-launched site.



Promoting moderation messages, Crown Royal was the first spirits brand ever to advertise within a regulation football game.

WRONG SIDE OF THE ROAD

Choose a story



PREVENTING IMPAIRED DRIVING

We have a longstanding commitment to addressing impaired driving through a range of interventions.

Our brands, including Captain Morgan and Guinness have partnered with Lyft in the U.S. to offer consumers a safe ride. Through our #JoinThePact platform, Diageo collected millions of pledges across the globe never to drink and drive.

In 2016, we introduced 'Decisions', a virtual reality experience that placed people in the front seat of a fatal drunk driving crash – an innovative approach to educate on responsible decision – making when drinking.

In 2021 we launched the "Wrong Side of the Road", an interactive learning experience that educates people on the consequences of impaired driving by interacting with real people.

TACKLING UNDERAGE DRINKING

We have long supported Responsibility.org (U.S.) and Educ'alcool (Canada) on various initiatives to educate the public on underage drinking; a behavior that is unsafe, illegal and irresponsible.

Ask Listen Learn

a science and evidence-based, free digital underage drinking prevention program for kids ages 9-13 and their parents and educators. It guides adults on ways to start communicating with kids about alcohol and the developing brain.

We Don't Serve Teens

Is an educational campaign launched by the Federal Trade Commission and Responsibility.org aimed at enforcing the legal purchasing age.

You be the judge

Program developed by Educ'alcool in Canada to sensitize kids from elementary grade 5 through secondary 5, their parents and teachers on premature drinking.