

SOCIAL RESPONSIBILITY GUIDE FOR PRODUCT REVIEWS

ANBL's mission is to responsibly manage a successful business for the people of New Brunswick, providing the best selection to consumers of legal drinking age. They have a responsibility to ensure these products meet their customers' needs, while still respecting the strategy of corporate responsibility.

As such, in addition to business insights and performance measurements being considered for listing considerations, products are also reviewed for corporate social responsibility (CSR) considerations as part of the listing process.

CSR refers to products considering the following: responsible use of products, portrayal of minors, safety, excessive use, misleading information and sensitivities to potential negative reactions from public groups.

ANBL holds itself to a high standard and may choose not to list a product based on the corporate and social responsibility review. The corporation reserves the right to delist any product if a major issue or circumstance warrants review and intervention.

CRITERIA

The category team reviews each product taking the following items into consideration:

- Portrayal of Minors
 - ▶ Products will not contain imagery that portrays minors or persons who may reasonably be mistaken for minors.
 - ▶ Products should not blatantly appeal to minors.
- Misleading Information
 - ▶ Product text or imagery is not false, misleading or deceptive.

Attainment of Status - Products will not:

- suggest that drinking can enhance personal qualities, improve self-image or self-esteem, or is a way to gain control, admiration, or social or financial success.
- imply inferiority or unpopularity for not taking part in drinking alcohol.

- depict alcohol as a necessity or as required for relaxation, or suggest that alcohol offers any health, therapeutic or sedative benefits and qualities.
- Products that Resemble Non-Alcohol Beverages
 - ▶ Products that resemble main-stream non-alcohol beverages must have distinguishing language or images to alert customers that there is alcohol in this product.
- Tastefulness & Sensitivities
 - ▶ Products will avoid political, cultural, or religious sensitivities.
 - ▶ Products will not be shaped as items associated with dangerous behaviour (e.g. hypodermic needles, weapons, etc.).
- Safety and Influence of Behaviour
 - ▶ Text and images will not present products and consumers in an irresponsible manner.
 - ▶ Products will not
 - encourage consumers to drink alcohol excessively, irresponsibly, or beyond their means.
 - imply or portray risky, illegal, violent, or aggressive behaviour or activities, including a disregard for safety.
 - refer to the feeling or effect caused by consuming alcohol or depict people under the influence of excessive amounts of alcohol.
 - Portray, encourage or condone people using the product in situations in which the consumption of alcohol is prohibited (e.g. driving).

