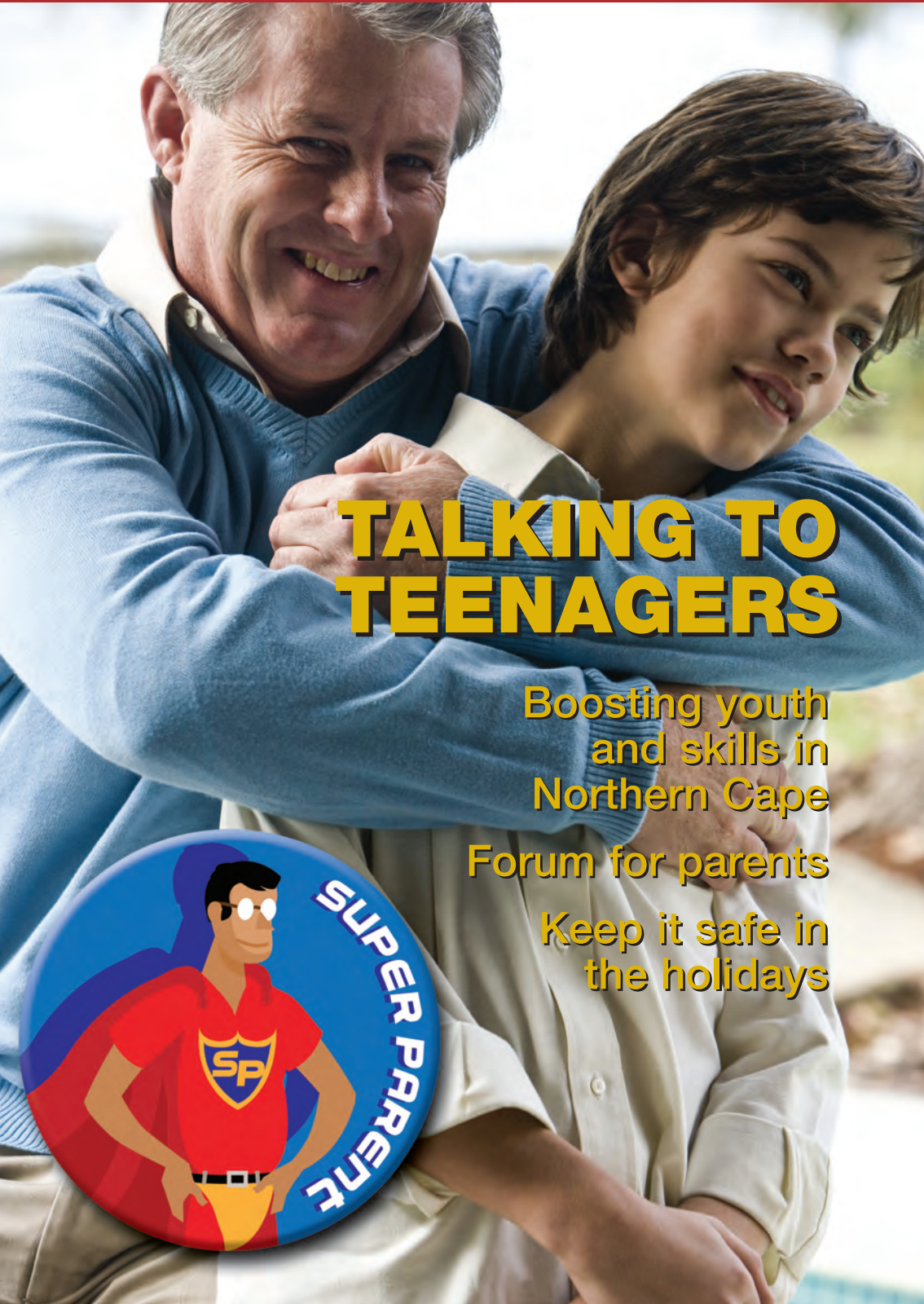


OCTOBER 2009



A positive force
in South African
society

news



TALKING TO TEENAGERS

Boosting youth
and skills in
Northern Cape

Forum for parents

Keep it safe in
the holidays



visit our website: www.ara.co.za

A positive force in South African society

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MESSAGE FROM THE CHAIRMAN

It has been a very busy 2009 for ARA, with no sign of any slowing down in our mission to reduce alcohol-related harm through the promotion of responsible alcohol use.

Some of the highlights over the past year include confirmation that parents play an important role in engaging with children in respect of drinking choices. After the successful launch of the Teenagers & Alcohol guide, a simplified version of the guide has been produced that will make it easier to convey these messages to both teenagers and parents.

A partnership has been formed with LifeTalk Forum, a new television campaign is being launched, the university Buddy campaigns continue to be a success and we have renewed our sponsorship of initiatives in the Northern Cape region. The relationship with the Foundation for Alcohol Related Research continues to grow with extended funding provided to develop their training capacity.

The ARA has played a significant role in the last few months in co-ordinating the industry's response to the final implementation of health messages on labels and continues to provide an important advisory role to manufacturers to ensure compliance. As an organisation, we have been actively involved with the DTI and have made submissions on the revision of the alcohol policy and also had the opportunity to address the first regional conference organised by the National Liquor Authority.

We can certainly expect an eventful and challenging few months ahead as we continue to align ourselves with the upcoming World Health Organisation's global strategy of reducing alcohol-related harm.

A handwritten signature in black ink, appearing to read 'Mokhoru', written over a light-colored background.

Michael Mokhoru
Chairman

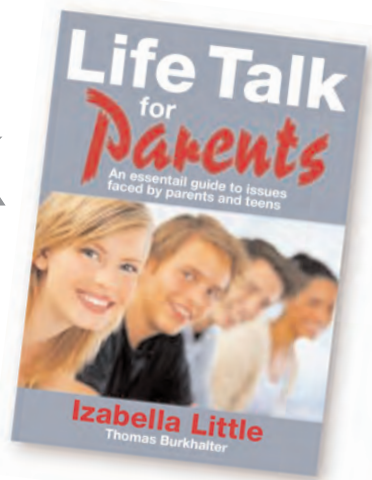
Partnering with LifeTalk

Enhancing communication between parents and adolescents.

Earlier this year ARA partnered with LifeTalk Forum to address the continuously rapid growing problem of underage drinking. LifeTalk Forum's primary objective is to address the challenging issues faced by teens in today's modern society. In line with ARA's strategy on dealing with teenagers and alcohol, ARA and LifeTalk will be developing a number of initiatives that will alert parents and teens on the reality of underage drinking and how to curb this trend by working together through education and awareness programmes.

Earlier this year the ARA announced a contribution of R200 000 towards Life Talk Forum. This funding has allowed Life Talk Forum to establish an office in Johannesburg. "At the moment the operation is run from Durban, but with the contribution from the ARA, we have been able to have a dedicated individual based in Johannesburg to run the operation," says Izabella Little, founder of Life Talk Forum.

The mission of the Life Talk Forum is to raise awareness about the issues and challenges faced by teens; focus on solutions; trigger change where necessary; and to help create happy, successful and fulfilled youth guided by sound values. The LifeTalk Forum also provides the opportunity to promote the enhancement of communication between parents and their teens and provide these parents with proactive parenting tools. The LifeTalk Forum is a free, confidential platform established in response to requests from parents and counsellors. The objective is to provide parents of teenagers with information and opportunities to discuss issues and challenges affecting teens' lives, as well as providing a mechanism to enhance communication between parents and adolescents.



"The initiative with the LifeTalk Forum alerts parents and teens to the reality of underage drinking, the trends, and the tragic consequences experienced by a growing number of adolescents" says Adrian Botha, ARA spokesperson.

A little more about LifeTalk.....



Izabella Little, author of the best selling LifeTalk™ books, co-ordinates the LifeTalk Forum and the format is primarily

through email, an electronic newsletter and talks and workshops to parents, schools and teens.

Input to the LifeTalk Forum comes from parents, teens and a network of experts including psychologists, counsellors, educators, career guidance specialists, experts in drug and alcohol abuse and various other expertise that may be required.

The LifeTalk Forum also works with a number of like-minded organisations, such as ARA, who share a passion and drive to create a better world for our younger generation and for society as a whole.

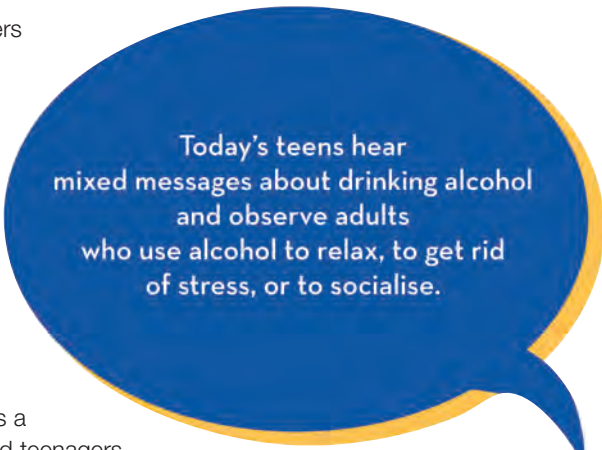
Subscription to the LifeTalk Forum is free and available on www.lifetalk.co.za

SIMPLE and STRAIGHTFORWARD CONVERSATIONS WITH TEENAGERS

The success of the first Teenagers & Alcohol Guide, launched in 2008, has been the motivating factor behind the recently released simplified version of the same. This new guide provides the same content as the original version, but is now delivered in a more straightforward manner through the copy and the cartoon images.

The guide has been designed as a way to educate both parents and teenagers about the consequences of alcohol use by teenagers and that this less technical version will be the catalyst for open and honest conversations within families.

It is hoped that the information in this new, simpler version of the Teenagers & Alcohol guide may help young people to make informed decisions about their own use of alcohol. At the same time it is expected to empower parents to set appropriate limits and boundaries for their children in respect of alcohol as they lead their teenage children through the transition into responsible adulthood.



Today's teens hear mixed messages about drinking alcohol and observe adults who use alcohol to relax, to get rid of stress, or to socialise.



ICAP BOOK LAUNCH WORKING TOGETHER TO REDUCE HARMFUL DRINKING

The book *Working Together to Reduce Harmful Drinking*, produced by the International Centre for Alcohol Policies (ICAP) as their contribution to the World Health Organisation's (WHO) global strategy to reduce the harmful use of alcohol, is to be launched in London on 26 November 2009.

The book aims to provide an insight into the areas where alcohol producers' technical competence makes a positive contribution to reducing harmful drinking and where industry input has been welcome by the WHO. The messages that are recurring throughout the book indicate that reasonable regulation provides the context for good alcohol policy and that excessive regulation often leads to unintended negative consequences. Also highlighted in the book is the fact that leading alcohol producers have a proud record of providing a positive input to the implementation of effective alcohol policies – but there are still many opportunities to do so much more.

Through this book, ICAP also provides ways of how alcohol producers can make tangible contributions to the WHO's efforts in reducing harmful drinking in countries where they are present.

This is a highly recommended read for all stakeholders in the liquor industry.



A HEALTHY MOTHER MEANS A HEALTHY BABY

The Healthy Mother Healthy Baby programme is an exciting initiative to offer expectant and new mothers advice and guidance. Being a healthy mother is essential to the development and health of a newborn baby. This programme provides women with the necessary tools to strengthen their maternal bond during pregnancy and after birth.

The maternal bond during and after pregnancy is significant in the development of one's baby, but not everyone has access to the right information about how to develop that special bond. Many pregnancies in lower income areas, such as De Aar, are often unplanned.

During the course of the Healthy Mother Healthy Baby programme mothers are provided with general education on healthy habits during pregnancy, exposure to educational videos and literature, counselling by a community worker, as well as the opportunity to meet with and ask questions to professionals such as nurses, doctors, nutritionists and physiotherapists.



The community workers, trained by FARR, visit the mothers on the programme after the birth of their child and again nine months later where they are then invited to attend a free of charge clinic at the Joan Wertheim Centre in De Aar where specialist examinations and administrations are provided for them. This includes a clinical examination and a neuro-developmental assessment on the child.

In addition to this, each mother on the programme receives a "My Special Pregnancy Booklet" where they are encouraged to keep records of their progress and add information after each visit to the clinic that they believe is relevant to them and their baby.

Currently the programme is run throughout the communities of De Aar, a town that has a high rate of mothers drinking during pregnancy, not maintaining a healthy lifestyle and being unaware of the damage they are doing to their unborn child. It is imperative that these women are educated before it is too late and provide them with the necessary support.

The ARA was invited to present a global industry view on the availability of alcohol beverages at the only consultation with industry in the development of the WHO global strategy on reducing alcohol-related harm.

Capacity building in health and welfare

The ARA has committed increased funding to the Foundation for Alcohol Related Research (FARR) to help reach and educate more communities. The funds will be used to ensure that more people are trained in the field of Fetal Alcohol Spectrum Disorders (FASD) in South Africa.

With the alarming rates of FAS in South Africa, and particularly in the Northern Cape and Western Cape, the ARA fully supports the initiatives of the FARR Training Academy and the effort they

are putting in to educating professionals, communities, parents and caregivers and generating increased awareness on substance abuse and its effects.

Workshops were developed out of a need expressed by the Training Academy educators to know and understand more about substance abuse, FASD and how to manage a child with FASD. ARA stepped in to work with FARR to establish training workshops along with the necessary material that was developed from their years of research and intervention programmes with children. The additional funding has allowed for the appointment of consultants and the development of training material and tool kits.

"The continued financial input from ARA has allowed us to further our investment in the community by raising the awareness of substance abuse and its effects through the capacity building of health care providers, educators, social workers, undergraduate students and

A BOOST FOR DEVELOPING VULNERABLE YOUTH

The youth development arm of SANCA (South African National Council on Alcohol and Drug Dependencies) in the Northern Cape has received a significant boost from the ARA contributing R50 000 to their youth programmes involving prevention and awareness of alcohol abuse.

"Our focus in this region is to empower our young people and provide guidance and options for them to make informed choices for a healthy lifestyle. The contribution from ARA will allow SANCA to have a greater reach in the community and provide the opportunity to talk to more teenagers in this region about their programmes," said Herman Cruywagen CEO of Orange Wines who was originally contacted by SANCA Northern Cape, who then approached ARA on the initiative.

SANCA commits to the ongoing development of its youth and pours a

great deal of its resources into youth initiatives including TAADA (Teenagers Against Alcohol and Drug Abuse), YADA (Youth Against Drug Abuse) and Life Skills programmes.

A primary focus of ARA is on teenagers and alcohol and the programmes conducted currently by SANCA are aligned with the ARA message of not drinking under the legal drinking age. The contribution was appropriately provided during National Substance Abuse Awareness Week in June 2009.

TAADA focuses specifically on encouraging youngsters to take the initiative themselves in developing programmes, such as special education camps, to create awareness amongst their peers of the dangers of alcohol and drug abuse. The YADA programme concentrates more on promoting healthy lifestyles and providing relevant information regarding alcohol and drug

many others involved in the community," added Leana Oliver, CEO of FARR.

To date 173 participants have completed the Substance Abuse and FASD training workshops throughout South Africa which include the likes of occupational therapists, physiotherapists, dieticians, social workers, speech therapists, professional nurses and staff from NGOs and the Departments of Health and Social Development. The training, developed by FARR, is in line with SAQA and the Health and Welfare Seta requirements with Continued Professional Development (CPD) accreditation allocated to some of the courses. The FARR Training Academy aims to train at least 320 people each year.

The training of social workers in the 'Train the Trainer' workshop provides them with the necessary knowledge and skills to further train other health and community service providers. The benefit to the local community is evident not only through educating and creating

awareness in this community, but also by making a significant impact on the generation of skills.

"We hope that the continued education and training will assist in building the capacity of those in the health care profession, social services and other professionals working within communities to enable them to identify, prevent and manage people at risk of or affected by substance abuse and FASD. The more people we are able to reach through our training, the more the communities of South Africa will benefit and be empowered to deal with these challenges," added Olivier.



Leana Oliver, CEO of FARR

abuse and providing support to young people in this community who are being rehabilitated. In conjunction with YADA, SANCA offers the Life Skills programme that provides high risk learners the opportunity to make positive decisions that will have significant impact on their life paths.

"The programmes offered by SANCA to the youth in their community who are at risk because of their environment have a definite impact on the future of these individuals and the community as a whole and are appreciative of the support and contribution given by ARA" added Cruywagen.



From left to right. Herman Cruywagen (CEO, Orange River Wines & member of ARA), Celeste Allies (SANCA Development Worker), Cornelius Green (SANCA Development Worker), Christa Mouton (SANCA Social Worker).

Stellenbosch Wine Festival

The annual Stellenbosch Wine Festival, which was held between 31 July and 3 August, played host to thousands of local and international visitors.

Participating for the second year in a row, ARA produced and designed quirky awareness campaign stickers that promoted responsible wine drinking and enjoyment. The stickers were handed out to visitors on arrival to wear on their clothes. ARA's involvement with the festival provides an opportunity to continue promoting the responsible drinking message to consumers and also ensure that festival organisers adhere to rules and regulations of responsible use of alcohol among festival goers.

Visitors were able to sample from a variety of over 500 wines made by the cheerful, professional and fun-loving wine community. A range of activities took place including comparative wine tastings, exclusive meet-the-winemakers dinners and a fashion show. For the first time this year, a Wine Connoisseurs Evening was hosted on 31 July, to cater for the more mature wine lovers, while kids were entertained at the Festival Café.

The show is the largest and oldest regional wine festival in the country and offers great opportunities to visitors, wine producers, sponsors and exhibitors. The festival, in its current format was re-launched in 2002. The festival, now in its 8th year has shown continuous growth over the years in both exhibitors and visitors with a record of 13,500 visitors in 2009.



"This was an excellent opportunity to create additional awareness and to convey the messages of responsible alcohol enjoyment amongst the wine drinkers", said Adrian Botha ARA spokesperson.



ARA participates in popular Wacky Wine Weekend

This year marked the sixth anniversary of the Robertson Wine Valley's biggest annual wine festival, the ever-popular Wacky Wine Weekend that took place in June 2009.

The ARA participated in the Wacky Wine Weekend by providing the festival organisers with a range of different advertising materials including vehicle decals that were placed on the designated bus programme to uphold a zero tolerance policy concerning drinking and driving. In addition, ARA also provided the festival with staff T-shirts and branded wristbands for the designated driver programme. The ARA logo and message of responsible alcohol use was definitely present at this highly popular event.

Over 40 wineries participated, displaying their wine while various activities and celebrations took place at the festival. The 2009 Wacky Wine Weekend was extended from the predictable weekend experience to include a four-day festival experience, with each day representing a different wine theme. The tailor-made activities catered for everyone, whether you were a fun-seeker, novice or a wine connoisseur, there was something for everyone.

This is the first time that ARA has participated at the Wacky Wine Weekend festival to continue its core objective of providing the public with responsible messages about drinking and driving and to create awareness around responsible use of alcohol.

THE BAR STAFF GUIDE

TO DEALING WITH A TIPSY CUSTOMER

Dealing with a difficult or intoxicated customer can be a tricky situation that often leaves waiters, barmen and serving staff in a predicament. It may seem that there is no right way to handle this situation, but if done with tact and within the law, both the customer and the staff member can walk away without being embarrassed and prevent the situation from getting out of control.

There are some useful guidelines for managers and waiters of licenced establishments when dealing with customers to prevent a situation from getting uncomfortable, particularly if service has to be refused:

- **Early intervention** - if the waiter or barman is alert, they should be able to detect the early stages of intoxication and take steps to prevent the situation from getting worse. These steps could include slowing down the service, suggesting food or even trying to warn the customer in a polite manner.
- **Don't be judgmental** - when trying to warn the customer, be careful not to be judgmental or reprimand the customer and definitely do not say to the customer "you are drunk" or you've had too much".

(continued on page 8)

THE BAR STAFF GUIDE

continued from page 7

- **Always remain courteous** - to remain polite when warning the customer use statements like "I'm sorry, but if I serve you another drink I'd be breaking the law". Alternatively, the waiter can shift the blame and say "there's been a police crackdown and we could lose our licence".
- **Keep calm** - it is important when dealing with an intoxicated customer, for staff to watch their tone of voice, but at the same time be firm without sounding aggressive. Do not raise your voice as behaviour breeds behaviour. If you raise your voice and become aggressive, the chances are that you will induce the same reaction from the customer and this will not resolve the situation, but make it worse.
- **Provide alternative options** - as a diversion to the situation and without being accusatory regarding the client's behaviour. Provide alternative solutions such as calling a taxi for the customer, or that they might want to cut back to save face in front of their friends or possibly suggest another drink that you, as the waiter, know is lower in alcoholic content.

Following good business practices and training staff on how to handle these delicate situations can be very beneficial for all involved.



announces bold plan to tackle alcohol abuse

The South African Breweries (SAB) recently announced an innovative plan of action that will see SAB taking the lead in tackling alcohol abuse in South Africa.

Addressing a group of journalists at a briefing in Johannesburg, SAB MD and Chairman, Norman Adami, said that the company was proud of the quality products that it produced and the economic and social benefits that it brought to South Africa, but that he and the company were concerned at the way in which alcohol was being abused.

Adami commented: "Beer has been around for over 6 000 years and plays an important role in society. For over a century SAB has proudly produced superior products that have been at the centre of social unity and celebration. Our business has a tangible economic impact on the South Africa economy and contribution to the fiscus. We are unashamedly proud of that."

"However, a small percentage of South Africans abuse alcohol and this has a disproportionately negative impact on South African society. We view this as completely unacceptable. Because if something is not good for South Africa, then it is ultimately not good for our business. Alcohol abuse remains high in this country and it's clear just how damaging the implications of this abuse can be to society."

He continued, "A key thrust of our business strategy focuses on taking the

bold actions required to make sure that we fulfil our traditional role as one of South Africa's most socially progressive companies. The first step of that process was the announcement of our recent BBBEE transaction which we believe will be distinctly effective in helping deliver the true intentions of black economic empowerment. Today we are announcing a second major step - the launch of a new multi-faceted effort to combat alcohol abuse and its negative effects on society."

Commenting that the strategy was a continuation of decades of work to address irresponsible consumption, he said that the company will be building on this strong foundation by investing further in a number of high profile programmes. The new programmes will tackle drinking and driving, Foetal Alcohol Syndrome (FAS) and under-age drinking. The new programmes were based on a thorough review that indicated the need for targeted actions which go beyond communications and education. SAB's announced alcohol initiatives will include the following:

- **In October, Transport Month, SAB will launch, in conjunction with local and provincial law enforcement, the first of a number of Alcohol Evidence Centres, which will have cutting edge equipment and facilities aimed at assisting in enforcement and prosecution of drunk drivers.**
- **A hard hitting advertising campaign will be launched in October to raise awareness of drink driving issues.**
- **Also in October, SAB will unveil a new NGO partnership aimed at addressing FAS issues in problem areas in the Western and Northern Cape through a series of prevention and education initiatives.**
- **A new commercial code of good practice for working with trade partners and customers has also been launched, which will aim to drive more responsible trading practices (for example, not selling to minors).**
- **Significant attention has also gone to the company's marketing practices which, working alongside existing initiatives, will include a new commitment to removal of billboard advertising from areas of high abuse.**

The comprehensive action plan taps into the considerable energy that SAB employees have displayed on this issue and increases the company's focus on employee practices, including updated policies around drink driving and random alcohol testing. The company's intention is to set the highest standards of example.

"We know that our first responsibility is to set our own house in order and we are aiming to lead by example, beginning with our employees" commented Dr Vincent Maphai, Executive Director of Corporate Affairs and Transformation.

"When we combine our investment against this programme with our enterprise development and corporate social responsibility efforts, SAB will now be one of, if not the largest, corporate investors in community and social upliftment in South Africa".

In formulating its strategy SAB also expressed a commitment to championing co-regulation and normalisation of the liquor industry. Increased resources are being invested in supporting industry regulators, the licensing process and self regulation within the industry.

"We are South Africa's leading alcoholic beverage company and we have the responsibility to lead the attack on alcohol abuse. We have a business uniquely equipped to do so and we must look at making real, sustainable impact, focusing on helping the innocent, who are most often the victims of alcohol abuse. We recognise the importance of reaching a balance between inspiring people to do the right thing, encouraging self regulation and supporting enforcement" Dr Vincent Maphai continued.

"We have years of experience in leading the way in addressing alcohol abuse in the country. This programme takes it a step further. We have listened to the response from local communities and we have developed a strategy to tackle alcohol abuse that takes its learnings from home and from around the world, which we believe is truly distinctive. We intend to make a real impact and drive real change," he added.

DRINKiQ.com

brandhouse recently launched DRINKiQ.com in South Africa, which is a global resource designed by Diageo to help combat alcohol misuse and promote responsible drinking through the sharing of best practice tools, information and initiatives.

As you may well be aware, Diageo is committed to making a significant and sustainable impact on creating a more positive role for alcohol in society and making real progress in cutting alcohol misuse and making responsible drinking a valued and enjoyable part of life.

DRINKiQ.com represents a major step toward this objective and represents a significant commitment of our time, resources and expertise.

As part of the rollout in South Africa, all employees and partner agencies attended DRINKiQ sessions and began their journey in understanding how alcohol impacts their bodies and additionally, learning what a standard drink unit is and the real definition of alcohol.

The DRINKiQ website which can be accessed through www.brandhouse.co.za contains five key content elements to help this objective:

Resource Centre & Responsibility Channel

A unique library of resources from Diageo and third parties, compiled to provide stakeholders with the opportunity to share and learn from a range of programmes they can adapt and repurpose.

Facts about Alcohol

Information about alcohol and how it affects the body, including video interviews with independent experts from around the world

Diageo and Responsible

An overview of our history of responsibility and Drinking examples of our local approach to areas such as drink driving, underage drinking, the behaviour of young adults and promoting responsibility.

Around the World

A collection of case studies which showcase our best practice in responsible drinking initiatives from around the world.

Know your Diageo Drink

Detailed information about all of our products, including detailed allergen and macronutrient data (DABIP database)

Deciphering the code

The ARA is to host two workshops for advertising agencies and marketing staff in early 2010 to direct attendees through the new amendments to the Code of Commercial Communication. These changes come into force as of 1 December 2009 and through these workshops, Adrian Botha of the ARA, intends to provide the advertising industry and marketing staff with guidelines on how to interpret the Code and bring all players and stakeholders up to date with the new changes.

The ARA has also submitted a draft Code of Conduct to the Department of Trade & Industry and is currently awaiting possibly Ministerial endorsement in terms of the Liquor Act of 2003.

The workshops will provide an overview of what is happening globally and locally on this front followed by a step by step guide through the Code of Commercial Communication. A comprehensive understanding of the Code is imperative to ensure 100% compliance by the liquor industry and their advertising agencies.

**Did you know
The ARA website
has seen an increase
of 308% in visitors in
July 2009 compared
with July 2008.**

What makes DRINKiQ.com different?

- A unique approach to compiling resources from a range of sources, including government, industry or non-profit organisations
- The detailed nutritional, allergen, and alcohol content information we provide about our products
- Useful information about alcohol from a broad range of independent experts
- Opportunities for interested parties to contribute content and provide feedback
- Use of multimedia to put a Diageo face on our approach

The importance of stakeholder involvement

We hope and expect that DRINKiQ.com will be used by the industry, government organisations, parents, educators, retailers, law enforcement, trade bodies, media and consumers. Crucially, the site relies on active participation from all interested parties to deliver an engaging, interactive tool, which facilitates positive discussion about alcohol and the role it has to play in people's lives.

NEW APPOINTMENTS

GERALD MAHINDA

- **brandhouse** *Managing Director*



Brandhouse Beverages (Pty) Ltd is pleased to welcome Gerald Mahinda as the new managing director of the business from 1 July 2009. Gerald succeeds MD Simon Litherland, who was appointed

MD of Diageo GB after five years at the helm of brandhouse. Gerald was formerly group managing director of East Africa Breweries Limited and hails from Nairobi, Kenya.

Following time with some of East Africa's most successful companies in key finance, strategy and HR roles, and culminating with Standard Chartered Bank Kenya, Gerald joined East Africa Breweries Limited (EABL) as group finance and strategy director in 1999. By 2002, Gerald had played a leading role in establishing EABL as the top branded beverage alcohol business in the region through the successful share swap deal with South African Breweries, and the acquisitions of UDV Kenya and UDV Uganda.

After a year as strategy and change director with Guinness Nigeria, in 2004 Gerald was appointed group managing director EABL. Over the past five years Gerald has transformed the business, has led the expansion of the business into new product areas and increased EABL's market capitalisation on the Nairobi stock exchange from US\$1bn to more than US\$2.5bn in 2008.

Over the years, Gerald has been recognised by his countrymen most notably; the Moran of the Order of the Burning Spear (a Presidential award in recognition of outstanding and distinguished services rendered to the nation), Advisory Board Member for the Strathmore Business School, nominated to the AIESEC Hall of Fame and as a Member of the Presidential Steering Committee for Kenya Vision 2030.

Holiday Drinking - keep it safe!

Tips to drink responsibly over the festive season

The festive season is a time for fun, relaxation and plenty of merriment. Unfortunately it can also be a time of irresponsibility - with unpleasant consequences.

"With many holiday-makers taking to the road over the holidays, it is important to keep a responsible mindset," advises Adrian Botha. "We believe that people are still able to enjoy themselves when they are on holiday, but that they should be responsible and conscientious about the choices and decisions they make," added Botha.

Here are some tips from the ARA to enjoy social time with your family and friends:

- Drink plenty of water before, during and after drinking alcohol
- Always eat before drinking alcohol and try to eat while drinking - choose foods that are high in fat and carbohydrates, i.e. burger and chips. There are many 24 hour fast-food outlets.
- Drinking on the beach is against the law and can be very dangerous, as can drinking at the river or the dam for those who live inland.
- When planning to go on a night out, agree upfront with a friend that he/she will be the designated driver.
- Avoid lifts from strangers, especially when intoxicated.
- Avoid drinking with partners who are prone to aggressive behaviour.

- It is far cheaper and a lot more sensible to club together with your friends to hire a car or mini-bus with a driver than to pay bail money for a night of fun.
- Keep the number of a cab company on your cellphone and ensure that you have enough money set aside in your purse/wallet for this, should you know you are not in a position to drive home.
- Don't swim when you've had alcohol
- Don't supply drink to underage persons - the South African legal drinking age is 18.

Very importantly, as alcohol affects your judgement and reaction times, driving is out of the question. The physical and emotional trauma caused by drunk drivers is entirely preventable. Alcohol-related motor vehicle accidents are one of the most common causes of death among individuals aged 15 - 20 years old. The message is simple: if you've been drinking, don't drive.

Alcohol is a depressant - it can affect your reason, judgement and coordination, and slows down your reaction time. This means that if you drink to excess, you're putting yourself at risk.

Drinking alcohol is a matter of individual judgement and accountability. It's been a part of social life and celebrations around the world for thousands of years.

Drinking sensibly means you can enjoy yourself - and still stay safe.

*Be responsibly festive
this holiday season!*

ARA MEMBERS 2009



African Terroir • Baarsma SA (Pty) Ltd • Brandhouse • Cape Classics Exports (Pty) Ltd
Constellation Wines South Africa (Pty) Ltd • DGB (Pty) Ltd • Distell • E.Snell
FirstCape Vineyards • Graham Beck Wines • Halewood International SA (Pty) Ltd
Historic Wines of the Cape • Jonkheer Boerewynmaky (Edms) Beperk
KWW • Mooiuitsig Wynkelders (Edms) Beperk • Newton Johnson Wines
NMK Premium Global Brands • Origin Wine • Paarl Wine • Pernod Ricard SA
SMC Brands SA (Pty) Ltd • Spier Wines (Pty) Ltd • The Company of Wine People
The Really Great Brand Company • The Winery of Good Hope (Pty) Ltd • Vinimark

ARA ASSOCIATE MEMBERS 2009

Adry Suppliers

Afrique Interlink (Pty) Ltd
Africa's Beer Wholesalers (Pty) Ltd
Biggest SA Trading Company
Black Malt Beverages (Pty) Ltd
Bethsab Beer Wholesalers
Boland Beer Distributors
BW Premium Imports CC
Contract Packaging Solutions
Diamond's Discount Liquor
Ermelo Beer Wholesalers (Pty) Ltd
Engelbrecht Distributors
Faerie Glen Liquor
Floyd's Place
Greytown Beer Distributors
Geneg Majestic Wines and Merchants
Gala Import and Export Distributors
Haxjor Marketing
Imperial Truck Systems
IQUE Information CC
Deban Investments Nine (Pty) Ltd t/a Long Neck Wines
Louis Trichardt Beer Wholesalers (Pty) Ltd
La Verne Wine Boutique
Liquidity
Liquor Logistics.Net
Legendary Brands Wines & Spirits CC
M&L Vintners
Makro (Massstores)
Masscash
Mabasele Distribution and Services
Madadeni Beer Wholesalers (Pty) Ltd
Makhosonke Tavern
Midlands Beer Wholesalers
Midmar Liquors Limited
Mkuze Beer Distributors (Pty) Ltd

Mathathu J Africa Trading
Mountain River Wines (Pty) Ltd
Natal Wine Merchants
Nessas Liquor Distributors
Jan Njomo t/a Njomo Liquor Store
NLC Distributors
Northside Distributors
Pan African Corporate Holdings
Punda Distributors CC
Palm Tree Distributors
Phillip Jordaan Wines
Profumi D'Italia Marketing CC
Quest Wines CC
Reciprocal Wine Trading
Rogel Wholesalers
Solly Kramer's Liquor Wholesalers
Simply Asia
Simonsvlei Liquor Merchants (Pty) Ltd
Sector Distributors CC
Southern Distributors (Pty)
Southern Cape Beer Distributors (Pty) Ltd
Spirits of Cape Town
Sanderson Liquor Distributors
Sussens Group
Tabak Duty Free
Tiki Liquor Store
Tex and Sons Wholesalers
TFD Network Africa
Thohoyandou Beer Distributors
The Spar Group Ltd
Team Liquor World
United National Breweries
Universal Beverages
Vryheid Beer Wholesalers (Pty) Ltd
Westonaria Beer Distributors (Pty) Ltd



INDUSTRY ASSOCIATION FOR RESPONSIBLE ALCOHOL USE

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