



Liquor Supplier Social Responsibility Survey

Date:

Supplier Name: _____

Address: _____ Respondent's Name: _____

State/Province: _____ Position: _____

Zip/Postal Code: _____

Phone: _____

Thank you for participating in the Liquor Supplier Social Responsibility Survey, for suppliers who sell liquor (spirits, wine, and beer) to the Washington State Liquor Control Board (LCB). In line with the Board's top priority of promoting public safety, we would like to know about all the positive efforts your company is making in the social responsibility arena.

Please answer the questions in each of the 4 sections about your company's activities and initiatives in the communities where you do business, and especially those in Washington State. Please limit answers to 150 words; however, you can attach additional documents as necessary. Include any activities or programs conducted by brokers or distributors on your behalf.

We recognize that our suppliers will be at different stages of growth in their social responsibility programs and some may not be able to provide results for each question. If some questions do not apply to your company, simply indicate "N/A" with a brief explanation.

Through these survey results, we will be able to identify and share best practices, and discover potential partnerships and synergies between the LCB and our suppliers. We will recognize suppliers that have best-in-class social responsibility programs. We will also look at the survey results as an additional factor in influencing business decisions.

Advertising

The Distilled Spirits Council of the United States (DISCUS) is the national trade association representing producers and marketers of distilled spirits sold in the US. They have developed a code of responsible practices for beverage alcohol advertising and marketing. There are similar organizations for the wine and beer industry that have also developed advertising guidelines. The LCB believes that such guidelines help to promote responsible marketing of alcoholic beverages.

(1-1). Please describe any advertising codes that your company adheres to, such as the DISCUS Code, or codes from the Wine Institute.

(1-2). For any advertising guidelines to which you subscribe, how do you train and ensure compliance to such expectations?

(1-3). Has DISCUS (or other industry group) ever determined that your company had an advertisement not compliant with the industry advertising code? If so, what action was taken?

(1-4). In an effort to reduce youth exposure to alcohol advertising, many companies have set a minimum percent requirement of over-21 viewing population for the media where they advertise. Please describe your standards in this area.

Underage Access

Preventing youth access requires the involvement of the alcohol industry as well as the prevention community. There are many things suppliers can do to decrease youth access to alcohol, as well as reduce their exposure to alcohol advertising.

(2-1). Please describe how your advertising addresses the prevention of underage access and use. This can include advertising on TV, radio, internet, billboards, print ads, etc.

(2-2). Please describe any associations your company has with organizations that provides training to prevent underage access and use, such as Century Council or RuAD.

(2-3). Please describe how your point-of-sale materials (POS) address the prevention of underage access and use. POS would include off-premise materials such as bottle necker and back cards, or on-premise materials such as table-tents, etc.

(2-4). Please describe any on-line or printed educational materials you provide on the subject of prevention of underage access and use. This could include links on your website.

(2-5). Does your website require users to enter their birthdate in order to access your site?

(2-6). Please describe the frequency and approach for any training you provide your sales and marketing employees on the effects of underage alcohol use.

(2-7). Please describe any information on the prevention of underage access that you include in your on-premise product trainings to licensees, such as tips on recognizing fake ID's.

(2-8). What other efforts, if any, is your company undertaking to prevent underage access and use?

Responsible Use

Everyone has a role to play to ensure that alcohol consumers conduct themselves in a manner that is healthy for them, their families, and communities. Educating consumers on responsible use includes information on the effects of binge drinking, over-consumption, and drinking and driving.

(3-1). How do you ensure responsible drinking behavior by your own employees? Some companies have a code of conduct, or provisions to pay for taxi or accommodations for people who over-consume.

(3-2). If any of your staff interacts directly with end consumers, what kind of training on responsible use do you provide that staff?

(3-3). Please describe your company's policy on requiring sales employees to attend alcohol server training?

(3-4). Please describe any partnerships with community organizations or groups that provide education to the public to encourage responsible use? Examples include law enforcement, MADD, etc.

(3-5). Please describe any information on the prevention of over-consumption that you include in your on-premise product trainings to licensees, such as tips on how to cut off customers without upsetting them.

(3-6). Please describe any messages in your point-of-sale material (POS) about responsible use? POS includes off-premise materials such as bottle neckers, back cards or on-premise materials such as table tents, etc.

(3-7). Please describe any other innovative methods and tools your organization uses to emphasize responsible use. Examples could include texting information to alcohol servers, or additional training opportunities.

(3-8). With the increasing amount of evidence on the dangers of combining alcohol with energy drinks, what is your company's policy on advertising or marketing materials that contain references to using alcohol with energy drinks?

Good Steward

Caring for, and investing in, your community and environment will provide long lasting benefits to your company and society as a whole. There are many different ways to positively impact the communities where you conduct business.

(4-1). Please describe any programs or activities your company is involved in to give back to the community. Examples may include donations to charitable organizations, or allowing employees paid work time to volunteer.

(4-2). For any vehicles that are used in conducting your business, please describe any policies or initiatives to make those vehicles more environmentally friendly.

(4-3). Please describe any of your companies initiatives to increase sustainable packaging for your products. If you already have recycled and/or biodegradable packaging, what percent of your products are packaged in those materials?

(4-4). Please describe any company policies or initiatives to reduce energy consumption and/or waste generation. Examples might include 4/10 work weeks or recycling programs.

(4-5). Please describe any other efforts underway to reduce your company's impact on the environment. Examples might include using recycled paper, or constructing "green" buildings.

(4-6). How does your company ensure fair and ethical sourcing? Examples might include a Women/Minority/Disadvantaged sourcing policy, or efforts to ensure products are responsibly produced (fair wages, environmentally sensitive, no child labor).

Thank you for your responses. Your efforts are greatly appreciated!