



COMMITMENT TO THE RESPONSIBLE CONSUMPTION OF ALCOHOL

OUR COMMITMENT

Wine has been an integral part of cultures around the world for thousands of years, with grape cultivation a feature of the agricultural landscape. TWE is proud that our brands, many steeped in heritage, are part of this rich history.

Millions of adults around the world enjoy our wines and, as one of the world's leading producers of premium and luxury wines, TWE recognises the role it plays in supporting responsible consumption, informed consumer choice and evidence-based alcohol policy

As a responsible business, TWE supports alcohol and health related policies that are evidence based. Our commitment to responsible consumption is centred upon:

- Working with partners to provide consumers with comprehensive and easy to understand information, tools and resources to make informed choices about drinking, and to reduce harmful consumption.
- Continuing investment in low and no alcohol products provide consumers with greater choice for consumers.
- Working with industry, government and regulators to support targeted, evidence-based policies that reduce harmful consumption of alcohol.
- Maintaining responsible marketing and selling standards across our products, channels and consumer experiences. Providing education and support to ensure our people understand and apply TWE's commitment to responsible consumption whilst at work and when representing the business externally.

SHARED GOALS

TWE's commitment to the responsible consumption of alcohol, outlined above, recognises that the misuse of alcohol causes harm. Therefore, we believe in and support the World Health Organization's (WHO) global strategy to reduce harmful use of alcohol by 20% (in comparison with 2010) by 2030. TWE's role is to promote responsible consumption, support informed consumer choice, and work with industry, governments and community partners to foster safe, sociable and connected communities where our brands are trusted and our wine consumed safely and responsibly.

PRODUCT TRANSPARENCY

TWE supports consumers having access to clear, relevant and accurate information about alcohol, responsible consumption and product composition.

Labelling remains an important way to provide consumer information. However, packaging alone cannot carry the full range of information needed to support alcohol health literacy, nor does it reach consumers in all settings, including bars, restaurants, cellar doors and other venues where products may be served unpackaged.

TWE will therefore provide consumer information through both on pack and digital channels, in accordance with local regulatory requirements and market conditions. This includes product information, responsible consumption guidance, and resources to help consumers understand alcohol and its health effects, drink responsibly, and access support where needed.

To help consumers make informed choices, TWE will provide clear and accurate product and responsible consumption information through on pack and digital channels, in accordance with local regulatory requirements and market conditions.

At a minimum, and where legally permitted, TWE product labels will include:

- Product designation;
- Country of origin;
- Approved & recognised recycling and sustainability symbols;
- Responsible drinking messages, including responsible drinking symbols and links or digital access points to relevant information; and
- A general health warning and strike through pregnancy silhouettes across TWE branded alcoholic products, unless a commensurate government regulated health warning is required.

TWE will provide consumers with access to energy information on its products, excluding products below 375ml unless required by law, from 1 January 2027, through on pack or digital means, in accordance with local regulatory requirements and market conditions.

- products below 375ml (unless required by law) from 1 January 2027, through on pack or digital means, in accordance with local regulatory requirements and market conditions.

Minimum consumer information will be provided across TWE brands, where legally permitted through on pack or digital means in accordance with regulatory requirements and market conditions. Where local laws, regulations or codes of practice impose additional or more stringent requirements, TWE will comply with those requirements in the relevant markets.

In addition to packaging labels, TWE will continue to provide information and resources to consumers through a range of education channels, including digital resources on alcohol and health, responsible drinking guidance, and where to access support services.

REDUCING HARMFUL CONSUMPTION

TWE works collaboratively with industry, governments, and other stakeholders to inform the development and implementation of public policies that support the reduction of harmful alcohol consumption.

TWE supports targeted, evidence-based measures that address harmful consumption while preserving responsible consumer choice. This includes:

- minimum purchasing legal age of not less than 18, supported by responsible service standards, visible age restriction policies and robust age verification for online sales and delivery services.
- TWE support targeted legislation as well as enforcement and behaviour change measures that have been shown to reduce impaired driving, including strict Blood Alcohol Content (BAC) limits in every country, with lower BAC levels for novice and commercial drivers.

- TWE recognises that everyone benefits when alcohol is served responsibly and support responsible service training, licensing, and certifications, as well as practices aimed at helping consumers to enjoy our products safely and responsibly.
- Recognition of national drinking guidelines in every market in which TWE operates.

MORE CHOICE FOR EVERY OCCASION

TWE recognises that consumers are increasingly making purchasing decisions that reflect their wellbeing, lifestyles and personal values, including through demand for low and no alcohol options.

TWE continues to invest in and build, our range of low and no alcohol products that provide consumers with greater choice across occasions, while supporting responsible consumption and moderation.

RESPONSIBLE MARKETING

TWE is committed to marketing and selling its wine brands responsibly across all channels, markets and consumer touchpoints. Our Responsible Marketing Guidelines set out the standards expected across advertising, digital marketing, sponsorships, consumer experience and product promotion. These guidelines support responsible marketing practices and help ensure our brands are promoted in a way that is appropriate, compliant and aligned with TWE's commitment to responsible consumption.

COLLECTIVE IMPACT

TWE supports collective industry action to encourage responsible alcohol consumption and reduce harmful alcohol use. This includes participation in industry wide programmes and membership of social aspect organisations that promote responsible drinking, consumer education and evidence-based policy.

TWE works with these organisations across key markets to support initiatives addressing alcohol misuse, underage drinking, impaired driving and responsible service. Key memberships and partnerships include those outlined below.

Social Aspect Organisations

Organisation	Market	Website
DrinkWise	Australia	www.drinkwise.org.au
DrinkAware	United Kingdom	www.drinkaware.co.uk
Portman Group	United Kingdom	www.portmangroup.org.uk
Community Alcohol Partnerships	United Kingdom	www.communityalcoholpartnerships.co.uk

Industry Associations

Organisation	Market	Website
Australian Grape and Wine	Australia	www.agw.org.au
South Australian Wine Association	Australia	www.winesa.asn.au
Alcohol Beverages Australia	Australia	Alcoholbeveragesaustralia.org.au
Australian Hotels Association	Australia	Aha.org.au
Drinks Association	Australia	Drinksassociation.com.au
Retail Drinks	Australia	Retaildrinks.org.au
Wine Institute	America	Wineinstitute.org
Wine America	America	Wineamerica.org
China Alcohol and Drinks Association	China	Cada.cc

Resources – Need More information – ALCOHOL IN THE WORKPLACE

TWE has an Alcohol Policy that sets out the core expectations of our people when it comes to safe and responsible consumption of alcohol including while at work, work related functions and when our people are representing TWE and its brands outside of work; maintaining workplace health, safety, and wellbeing and drink driving. We are also committed to developing and delivering training, education and engagement programs that strengthen the understanding of responsible consumption amongst our team.

This Policy should be reviewed in conjunction with the following documents:

- Code of Conduct
- Global Workplace Health, Safety and Wellbeing Policy
- Global Alcohol Policy
- Regional Motor Vehicle Policies

FEEDBACK

We welcome your feedback on our approach to alcohol and health and any aspect of our plan. To provide feedback please email us at:

- corporate.communications@tweglobal.com

POLICY APPROVAL

This policy is subject to annual review and approved by TWE's Board.

POLICY VERSION HISTORY

Version	Last edited by	Policy Owner	Reviewed
1.4	Imogen Gardiner, Global Director Public Affairs	Kerrin Petty, Chief Supply and Sustainability Officer	May 2026
1.3	P. Deniz, Global Director Corporate Affairs	K. Hodgson, Chief People & Corporate Affairs Officer	May 2025
1.2	P. Deniz, Global Director Corporate Affairs	S. Turner, Chief Legal & Corporate Affairs Officer	May 2024
1.1		S. Turner, Chief Legal & Corporate Affairs Officer	October 2023
1.0		K. Gray, Chief Legal Officer	October 2022

Treasury Wine Estates (TWE) policies and procedures may be amended, added to and discontinued by TWE at its absolute discretion from time to time. TWE policies are not incorporated into and do not form part of your contract of employment. However, it is your responsibility to familiarise yourself with and adhere to TWE's policies and procedures. TWE's policies apply to all TWE employees and must be read in conjunction with other relevant business specific policies. All policies filed to the Treasury Wine Estate's portal are current. If you are referring to a hard copy, please ensure that it is the most recent version.