



Immediate Release

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Alcoholic beverage companies lead the way in anti-drink driving campaign

Major alcoholic beverage companies in Hong Kong have joined hands to form a new coalition to raise public awareness about responsible drinking and to fight against drink-driving in the community.

The new coalition – The Hong Kong Forum for Responsible Drinking (FReD) – will provide a platform for the alcoholic beverage industry to engage the Government, lawmakers, the catering trade, consumers and other stakeholders on initiatives to promote responsible drinking.

FReD is an initiative by key alcoholic beverage industry players, which together represent over 80% of the beer, 70% of the international spirits brands and 40% of the wine brands sold in Hong Kong.

“As the leading distributors, importers and wholesalers in the alcoholic beverage industry, we are committed to promoting responsible drinking in our community and combating the problem of drink-driving in order to create a safer road environment in Hong Kong,” said Ms Jenny To, Chairman of FReD.

“FReD will work in partnership with the Government, the Road Safety Council, the Hong Kong Police Force, lawmakers and the public to combat drink-driving”

During the launching ceremony, FReD also kicked off its territory-wide sticker campaign with the aim to remind drivers not to drive after drinking.

“The sticker campaign is the first step of our campaign,” said Ms Catherine Wong, Executive Director of FReD. “We hope through putting up these stickers across Hong Kong that alcohol users are reminded to drink responsibly at all times.”

Fifty thousand stickers, which read “If you drink, don’t drive” and supported by the Road Safety Council, will be distributed to bars, restaurants and eateries across the territory. These establishments will place the stickers at eye-catching spots, such as entrances of their premises, lavatory doors and above the urinals, to draw public attention to responsible drinking.

Joining and giving full support to the launching of FReD are: legislator Hon. Miriam Lau Kin-ye, Dr Lawrence Lam Chit-kit, Chairman of Road Safety Council’s Website Revamp Working Group, Ms. Rebecca Yuen of Secretariat of Road Safety Council, Ms. Ruby Chu, Chief Inspector of Road Safety Unit of Hong Kong Police Force and Mr Jonathan Yau, Chairman of the Accident Insurance Association of the Hong Kong Federation of Insurers.

Hong Kong
Forum for
Responsible
Drinking
香港
理性飲酒
促進會



Founding Board members of FReD : Carlsberg HK Ltd., Heineken HK Ltd., Jebsen & Co. Ltd., Moët Hennessy Diageo HK Ltd., Pernod Ricard HK Ltd., Remy Concord Ltd. and San Miguel Brewery HK Ltd.

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