

Exclusive

Russian Brewers' Union

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to the Minister of Health of the RF
Skvortsova V.I.

Dear Veronika Igorevna!

Russian Brewers' Union appeals to you after studying of the approved Alcohol Abuse Conception, focused on informing of citizens about alcohol harm. Promotion of the correct alcohol consumption, including beer, prevention of alcohol sales for teenagers and driving under the influence of drink, all this lies at the root of corporate and social programs, implemented by the Russian Brewers' Union and brewing companies. So, the Government policy coherence in this direction bears mentioning.

According to provisions of the document, one of the key purposes of the Conception shall be the creation of the alcohol consumption culture, followed by reorientation of citizens from use of drinks containing more than 16,5% of alcohol to Russian products with alcohol content 16,5% or less. According to the recommendations of the World Health Organization, it is necessary to change alcohol consumption culture: to switch to low alcohol drinks. The Russian Brewers' Union is on the same page. Our recommendations are to deepen information messages for adults with arguments, focused on limiting of alcohol consumption, followed by responsible attitude towards alcohol consumption culture.

It bears noting that brewing companies make no pretence to the role of experts in public health. Primarily, we produce and distribute a high quality low alcohol product of the natural fermentation, made of 99% Russian raw materials. Following the world practice, peoples' interest to the healthy lifestyle is

consonantly increasing at the Russian market, so we think that this trend shall be strengthened by the Government support, via population stimulation, but not regulation functions (for example beer excise rates). For our part, we continue implementing our social projects.

Low alcohol consumption and responsibility towards alcohol culture meet the interests of the Government and Russian brewing industry and we are also interested in contributing to the Government Conception, developing our social programs and cooperating with the Ministry of Health.

This Conception shall unite Government authorities, civil society and business community. We'd like to ask you or your representative to meet with members of the Russian Brewers' Union for discussion of alcohol abuse problems.

Best Regards,

Executive Director

V.I. Mamontov /signed/