



Modeling Corporate Social Responsibility Behavior

To provide comprehensive information on the responsible consumption of alcoholic beverages.

Today's educated consumers have an increased need for information on health and nutrition. The Working Group on Alcohol and Responsibility has responded to this need with the 'Enjoy in moderation' consumer education campaign, providing information on nutritional values, ingredients and the responsible and low-risk consumption of alcoholic beverages. Since 2009, the 'Enjoy in moderation' consumer protection campaign and the accompanying website www.massvoll-geniessen.de have worked to sensitise consumers to the importance of responsible drinking in all situations.

- massvoll-genieessen.de
- Facebook page: Maßvoll genießen
- Instagram feed: [massvollgenieessen](https://www.instagram.com/massvollgenieessen) (since 2022)
- YouTube channel: Maßvoll genießen.

The massvoll-geniessen.de website **website** was launched in 2009. In 2013 it was updated and optimised for mobile devices and in February 2020 it was again updated and a soft relaunch of new database for 46 types of spirits took place. It provides consumers with

information in easy-to-understand expert articles on topics such as health, consumption, nutritional values, responsibility and society. To reach as many users as possible, the initiative takes a multichannel approach, supplementing the website with presences on Facebook, Instagram and YouTube. In short video clips, indulgence experts such as Michelin- starred chef Nelson Müller or nutritionist expert Uwe Knop present personal ‘indulgence messages’ on consuming in moderation. Sections include:

- Health: Information about healthy, conscious alcohol consumption that includes low-risk levels of consumption and when not to drink.
- Enjoyment: Information about enjoying responsibly that includes videos with responsible drinking messages by “Indulgence Ambassadors” who give their own definitions of “enjoyment”. The clips are also available on the **YouTube channel** and on **Facebook**.
- Nutritional Values: Provides an overview of the nutritional values and ingredients of various types of spirits.
- Responsibility: Provides information on self-regulation in advertising, brand names and packaging and in alcoholic drink sales.
- Society: Information for different situations when alcohol consumption could be problematic such as when coping with stress or at work.
- Leisure: About enjoying leisure activities without alcohol such as when driving, riding a bike and skiing.

In addition, the use of the responsible drinking message ‘RDM) “Massvoll-geniessen.de” and logo is encouraged for all BSI company members commercial communications. The RDMs comply with the German Advertising Standards Council’s Code of Conduct as part of BSI’s approach for responsible marketing of spirits and spirits-based drinks.

Results

In 2023, over 82% of BSI member companies used an RDM. The most frequently used was “Enjoy in moderation” with reference to the **website** (68.6%). The website and the associated social media channels (Facebook and Instagram) alone reached over 2.2 million users.

2021-2022: 44 posts were published on Instagram and Facebook. The social media channels reached around 1.8 million. The website and social media channels had a combined reach of around 4 million.

In 2022: Around 71% of all social media activities displayed a consumer protection notice. Around 81% of BSI members used an RDM in their advertising and marketing. The most frequently used was “Enjoy in moderation” with reference to the **website** (67%).

In 2021, 86% of BSI members used an RDM in their advertising and marketing.

Until December 2021: The website had over 5.4 million visitors and 10.7 million page views in total. The Facebook page had 748 followers. Videos reached around 149,540 and were viewed 43,287 times. Facebook posts reached 355,529. The “Enjoy” messages on the YouTube channel had 22,494 views.

Website

<http://www.massvoll-geniessen.de>

Downloads

Photo gallery

