



Responsible Hosting Roadshow Christmas 2019



Pernod Ricard
United Kingdom
2019 > 2019
#AwarenessRaising
#responsiblehosting



Objective

To demonstrate responsible hosting at home.

Description

Chivas Brothers took an interactive pop-up event on the road to demonstrate responsible hosting at home to its employees across Scotland.

A “free-pour” challenge provided the focus for the roadshow which visited staff canteens, meeting rooms and recreational areas. Employees were challenged to honestly pour a home measure of wine or spirits before being shown how many units were being consumed.

There were also tips on having soft drinks and food available whenever alcohol was being served and guidance on transport to and from parties in the home.

This face to face initiative was complemented by a Safe Hosting guidebook, recipes for mocktails and cocktails and a Drinkaware measuring tumbler contained within the staff Christmas gift reinforce the convivial safe drinking at home messages.

Results

1,800 employees across 30 sites in Scotland took part. Feedback from showed that many were unaware of what a home measure entails.

Downloads

Photo gallery

