



WIM by ACIBEV - Breathalyser Tests



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Encontro com o Vinho e Sabores
Grandes Escolhas - Vinhos & Sabores
Altoona, Portugal



Objective

To inform visitors about the risks of drinking and driving.

To raise awareness of the benefits of moderate consumption and the risks of the abusive consumption of alcohol.

Description

ACIBEV has attended two of Portugal's leading consumer wine fairs "Encontro com o Vinho e Sabores" e "Grandes Escolhas - Vinhos & Sabores" since 2016 to encourage the responsible consumption of wine through its drink and drive campaign.

ACIBEV carries out free breathalyser tests and hands out brochures to visitors. The brochures contain guidelines for low-risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal, as well as public transport alternatives.

Results

Over 7,000 participants have been reached since 2016: 6,832 free breathalyser tests were carried out and more than 6,800 brochures were handed out.

Breathalyser tests

2019 - 1,738

2018 - 1,668

2017 - 2,234

2016 - 1,192

Downloads

Photo gallery

