

## Drinkwise

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**Drinkwise**  
**The Swedish Spirits & Wine**  
**Association**  
**Sweden**  
**2003 > Ongoing**  
**#AwarenessRaising**  
**#Consumerinfowebsite**



## Objective

To promote the responsible consumption of alcohol.

To provide consumers with the information they need to make informed choices about consumption.

## Description

The consumer information **website** was launched in 2003 and revised in 2012 and 2017. It covers topics such as fact and myths about alcohol, alcohol and the law and the four zero alcoholic zones: drink-driving, alcohol and the workplace, pregnancy and family. Drinkwise also provides consumers with the latest news about alcohol consumption and drinking patterns in Sweden.

## Results

The site receives 10,000 unique visitors per year.

## Website

<https://drinkwise.se/>

Downloads

Photo gallery

