



Drinkwise



British Spirits & Wine Association



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 revamped in 2012.

It covers topics such as fact and myths about alcohol, quizzes for people to test their drinking patterns, alcohol and the law, drink-driving and alcohol and the workplace.

Although the website is live it is not actively promoted since this is covered by the retail monopoly in Sweden.

Results

The site receives 15,000 unique visitors yearly.

Website

<https://drinkwise.se/>

Downloads

Photo gallery

