



Drinkwise



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



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

