

**BUS WHISKY DISTILLERS BV**

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Bus Whisky Responsible Consumption Policy

Our Commitment to Responsible Alcohol Consumption

Effective Date: [1 februari 2025]

Last Updated: [1 februari 2025]

At Bus Whisky Distillers, we are dedicated to producing high-quality whisky while promoting responsible alcohol consumption. As a company committed to sustainability and ethical business practices, we recognize the importance of ensuring that our products are enjoyed safely and responsibly. We believe whisky should be enjoyed responsibly and with respect for personal well-being and community safety.

1. Compliance with Laws and Regulations

Bus Whisky Distillers complies with all applicable laws and regulations governing the production, sale, and marketing of alcoholic beverages in the regions where we operate. We maintain all necessary licenses and permits, ensuring that our operations meet the highest legal and ethical standards.

2. Responsible Marketing & Sales Practices

We are committed to responsible marketing and ensure that our advertising and promotions:

- Do not target individuals under the legal drinking age.
- Do not encourage excessive or irresponsible consumption.
- Promote moderate and mindful enjoyment of alcohol.

All product labels and marketing materials adhere to industry guidelines for responsible alcohol communication.

3. Employee Training & Certification

All employees involved in the sale or service of alcohol are trained in responsible service practices. This includes:

- Verification of customer age and compliance with ID laws.

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- Prevention of over-service to customers.
- Awareness of the effects of alcohol consumption and customer well-being.

Where required, employees hold responsible service certifications to ensure the highest level of compliance and professionalism.

4. Preventing Underage Drinking

We take active measures to prevent the sale of alcohol to minors, including:

- Mandatory ID verification at all points of sale in case of doubt.
- Clear policies for employees to refuse service when appropriate.
- Educational initiatives to inform consumers about responsible drinking.

5. Mitigating Risks & Promoting Safe Consumption

To reduce potential risks associated with alcohol consumption, we:

- Provide information on responsible drinking practices.
- Encourage moderate consumption and discourage binge drinking.
- Engage in industry partnerships that support responsible consumption initiatives.

6. Community Engagement & Education

We actively participate in community efforts to promote alcohol awareness and responsible consumption. Through partnerships with local organizations, we aim to educate consumers and encourage a culture of moderation and responsibility.

7. Continuous Improvement & Transparency

Bus Whisky Distillers is committed to continuously improving our responsible drinking practices. We regularly review our policies to ensure they align with industry best practices and evolving regulations.

For more information on our commitment to responsible consumption or to report any concerns, please contact us at: info@buswhisky.com