



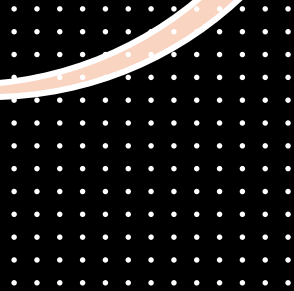
Alcohol marketing in the English-speaking Caribbean

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- Alcohol Policy Advisor
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- The Alcohol Industry Playbook in the English-speaking Caribbean
 - Examples of Caribbean alcohol advertising, sponsorship and promotion with a focus on young people and women
- Status of implementation of alcohol policy in the Caribbean




Political clout

- The CARICOM Private Sector Organization (CPSO) is a 'Service Organization' to mobilize and advance private sector participation in CARICOM, with a mandate to contribute to the full implementation of the CARICOM Single Market and Economy (CSME).
- The membership of the CPSO is comprised of private sector entities operating in the CARICOM space, including Micro, Small and Medium Sized Enterprises (MSMEs).



Lobbying

- In **Jamaica**, Jamaica Rum & Spirits Trade Association (JRASTA) and Desnoes and Geddes Ltd (which trades as Red Stripe) lobbied heavily for the government to adjust their special consumption tax (SCT) in favor of a single uniform rate, blaming the tax for the company's poor 2010 performance.
 - The chairman of Red Stripe warned that if the SCT was not reviewed, it would “become counterproductive and would yield less revenue for the Treasury” (Rose, 2010).
 - **Alcoholic beverages** A single rate of 25% SCT was imposed on beer and spirits, except for white overproof rum, which remained at 30%.
- 



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Two Centuries of Tradition... Launch of The Angostura Foundation



MR. J. J. JAMES, Chairman, Mr. Terence Sturath S.C. (right), Angostura Professor of Practice, Dr. Sterling K. Frost (left) in his new role as Chairman of The Angostura Foundation.

MRS. J. J. JAMES, Director Professor of Practice, Dr. Sterling K. Frost O.B.T.T. - Chairman, Dr. Hayden Richards O.M. - Deputy Chairman, Mr. Alistair J. - Director, Mrs. Katherine Rattray Allen - Director/Company Secretary, Mr. Robert McArthur - Director

Proudly marks its 200th anniversary, we unveil a new chapter in our legacy of community commitment: the launch of the Angostura Foundation. Two centuries has been one of the most fruitful connections between the Caribbean and the world. These pillars form the foundation of our success.

business

Angostura Tribute for Caricom's 50th Anniversary

TOPHER
topher@guardian.co.tt

Angostura has released a special rum to mark the 50th anniversary of the Caribbean Community (Caricom). The rum, called Angostura Tribute Release, will be given away to regional and international hospitality events, international missions and embassies in 14 member states. Angostura's chief operating officer, Ian Forbes, said the rum, which was done as part of a collaboration between Caribbean rum producers in partnership with the West Indies Rum and Producers' Association, also served as an opportunity to highlight the achievement of the Caribbean.



Angostura COO Ian Forbes, left, hands a specially produced bottle of Angostura Tribute Caricom Release rum to T&T's Minister of Foreign and Caricom Affairs, Dr Amery Brown, at Angostura Compound on Eastern Main Road, Laventille, yesterday. PICTURE JAYDEN GILES

ing sector and its enterprise in making inroads into international markets. "Angostura's success is a key part of our national progress, but there's an even bigger narrative here. Under its current excellent leadership, Angostura has been demonstrating its strongest ever connection to the Caribbean community with clear benefits extending far beyond our shores," said Browne, who said products like these gave the foreign missions an additional opportunity to promote T&T. "We have 20 overseas missions and we are looking to use those missions more and more as a platform for the showcasing and the marketing and the expansion of the Trinidad and Tobago export base or signature products of which Angostura is an important part," said the Minister. Only 240 bottles of Angostura Tribute Caricom Release were produced.

'Is we ting'

Creating a Culture- CARICOM, Scholarship and Foundation.

CULTURE

- It's 'we thing'
- It's we culture





Creating Brand Loyalty

- Preparing the next generation of drinkers:
Which is more iconic?
The Green Coloured bottle with the Red Star or the Blue Label?

ated **55 Lenovo IdeaPad Slim** laptops to **18** Secondary schools across the schools distributed the laptops to students in Forms 4 and 5 who do not have access needed for remote learning while schools remain closed due to COVID-19. c.



A focus on youth

■ The House of Angostura Announces New Ambassadors

Driving the Entertainment Industry with artiste collaborations

Nov 12, 2020  2 min to read



Targeting
Young
People
during
COVID-19

Port of Spain, November 2020 – As the COVID-19 pandemic continues to challenge the livelihoods of entertainers worldwide, The House of Angostura® has selected a diverse line up of some of Trinidad and Tobago’s top young personalities to represent the company’s wide portfolio of brands, including rum, spirits and Angostura® aromatic bitters. The move exemplifies Angostura’s continuous leadership in local innovation, and the company’s commitment to pushing the boundaries and evolving their brand dynamics, even despite the restrictions of the current pandemic.

A mis- presentation

- A focus on women



Creation of 'Special Occasions'

APRIL BREWFEST
NOW BREWING IN POINT FORTUNE
THIS FRIDAY 26TH APRIL
LOOK OUT FOR:
BRAND AMBASSADORS, INSTANT REDEMPTIONS, DRINK SPECIALS & MORE!

LOCATIONS

PALM'S BAR	4:30PM	5:30PM
G.B.U BAR	4:30PM	5:30PM
KM BAR	4:30PM	5:30PM
LEGEND'S PUB	5:40PM	6:30PM
K & F SPORTS BAR	6:05PM	6:35PM
CASABLANCA REC.	6:45PM	7:15PM
SQUARE DEAL	6:45PM	7:15PM
LIQUID RESTAURANT & BAR	7:30PM	8:00PM
SOCA ISLAND REST & BAR	8:30PM	8:30PM
HIS & HER'S REST.	8:30PM	8:30PM
DE ROYAL REC CLUB	8:40PM	9:00PM
ANN MAIRIE REST & BAR	9:05PM	9:30PM
EVERYTHING NICE REST & BAR	9:05PM	9:30PM
DUTCHES LOUNGE	9:40PM	10:30PM

WE'RE BRINGING THE VIBES!

BUY 5 GET 1 FREE

INTERNATIONAL BEER DAY

4th-6th February

BEER
Weekend Special
CARIB, STAG, PILSENER

5 for \$55

STAG

CARIB
INTERNATIONAL
BEER DAY FESTIVAL


JOIN OUR MEGA MUSIC TRUCK ON D'ROAD!
WE BRING THE VIBES

FRIDAY 4TH AUGUST 10NOON TIL

St Patrick's
day in
Trinidadian
newspapers!



Sex sells.

 rudeboytrinbago | #drinkrude | DRINK RESPONSIBLY

HARD RUM
REAL HARD PUNCHEON RUM
Hard Rum, Soft Price!

Correia's
Since 1916



Sensational economic analysis

...very much taken aback recently by the figures which suggested that almost US\$25 billion was missing from this country, over a 12-month period. However, my concern was immediately deflated upon further reading, when I realised that this figure represented the total amount of "Net Errors and Omissions" in our Balance of Payments.

When I read the analysis conducted by Ms Dukharan and looked at its conclusion, it sounded more like political sensationalism rather than sound economic analysis. Having conducted my own research, and from the Central Bank and other prominent economists such as Dr Terrence Farrell, I am of the firm opinion that Ms Dukharan should revise her sensational conclusion of her analysis, which totally points more to deficiencies in data collection, timing issues and estimating errors, than foreign exchange going missing.

For me, Dr Farrell must effectively sit with Ms Dukharan's faulty conclusion stating, "Unfortunately, Martha's analysis and explanation is not correct. Net Errors and Omissions are indeed very large, but I suspect most of the discrepancy is the mis-classification of Current Account transactions especially on the Services Account."

The Central bank, responsibly issued "Public Education Series," specifically citing the topic of "Net Errors and Omissions" and explaining the reasoning behind the figures.

What was instructive to me in this publication was the clarification that a lot of the data is gathered via estimates and statistical modelling, which any first-year economics student knows, is subject to errors and is an accepted part of the analysis.

Trinidad and Tobago is notorious for being difficult to gather credible and timely data, since attempts in recent times to reform the Central Statistical Office. I agree with Dr Farrell that it is incorrect to take the statistical errors and omissions in the data gathering and simply classify it as "missing money".

From the information I have reviewed, and even in Ms Dukharan's own analysis, a more logical conclusion and recommendation should have been a call for improvement data collection and fine-tuning of models to reduce the error amount. Instead, she chose to sensationalise this information in the media, who readily ran with the "missing money" narrative.

Ms Dukharan, more than anyone, should know that economists, finance officers, have a responsibility to be rigorous with the information and research they come up with, especially if her research has not gone through the rigours of challenges and peer reviews, which is happening now.

International investors, rating agencies, bond rating institutions and even multilateral agencies will have access to this information and real decisions can be made which can impact the lives of the man on the street, based on the veracity of economic analysis. Perception, confidence and expectations can have real economic impacts, so I urge greater care what is placed before the public for consumption. If I didn't read deeper, I would be thought that this was yet another attempt to sell a narrative of missing money, for a political agenda, instead of a piece of economic research analysis.

ASHAN NANDLAL

BREAK FREE FROM THE ORDINARY

TASTE A TROPICAL TWIST



ENJOY NEW SHANDY CARIB COLADA

Savour the refreshing blend of pineapple and coconut that will take you to a tropical paradise!

Senseless killings and Wild, Wild West mentalities in J'ca, T&T

I have been meaning to address the senseless killings in Jamaica on Sunday night that included a seven-year-old boy and three women.

Hospitalised persons include a one-year-old child and a 70-year-old woman. My heartfelt condolences to the families of those killed and to the people of Jamaica. The similarity of persons out of the country being responsible for ordering these acts remind me of news reports in T&T.

Prime Minister Andrew Holness launched a \$25-million fund seeking information on various levels.

It is worrying what we are seeing in T&T and Jamaica that is also spilling to other Caribbean countries.

Why are these people with such influence and financial resources that can be making people behave in this manner?

The killing of six persons by the YTPS in T&T today (August 16) were met with applause earlier on social media.

I don't know about anyone else, but I feel sick to my stomach because these days we don't know if people are being murdered for what is being reported.

Shocking to me is how the wild, wild west mentality opposes many while missing the greater picture of reducing such incidents from happening on both sides and curbing crime in general.

There is no easy answer but we must make an effort to bring back some security, stability and safety for citizens and address why many are resorting to such lifestyles of criminality at all levels.

These blood baths on each side cannot be good for any society.

I also understand that if people live by the sword, they will ...

We really need a difference in society and different approaches for a better society for us and our generations to come. Robbing, killing, murdering each other and other things cannot be the order of the day.

Come on Caribbean region, we must do better than this! God bless.

LYSTRA WALLACE
Via email

COMING UP



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- Colour on the page



Corporate Social Responsibility

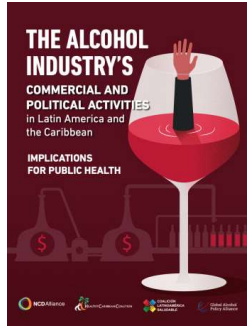
- Building Goodwill- 'Aren't our economies stronger?'

The Alcohol Industry's Commercial and Political Activities in the ESC



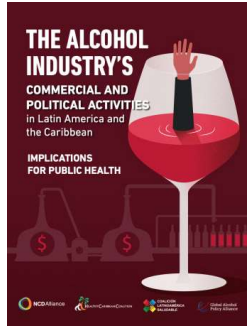
- Cites examples from the Caribbean including:
 - **Social Media & Digital Marketing**
 - Carib Beer's social media campaign, Pass D'Carib (www.PassDCarib.com), consists of videos uploaded by fans showing them passing a Carib Beer to friends around the world.
 - **Sponsorships of festivals and other drinking occasions**
 - St. Lucia's 'annual carnival cannot be imagined without Piton Beer' & Dream Weekend in Jamaica
 - **Lobbying**
 - In Jamaica, Jamaica Rum & Spirits Trade Association (JRASTA) and Desnoes and Geddes Ltd (which trades as Red Stripe) lobbied heavily for the government to adjust their special consumption tax (SCT) in favor of a single uniform rate, blaming the tax for the company's poor 2010 performance. The chairman of Red Stripe warned that if the SCT was not reviewed, it would "become counterproductive and would yield less revenue for the Treasury" (Rose, 2010).

Policy Substitution: Develop/promote self-regulation



- The industry actively lobbies to develop new (or preserve existing) self-regulation and voluntary codes of practice in place of formal legislation.
 - The regulation of marketing is an issue that is often addressed by the alcohol industry through the creation of SAPROs. For example, the Trinidad & Tobago Beverage Alcohol Alliance (TTBAA), with support of Pernod Ricard, launched the “ONE” Campaign. The campaign had the following objectives: 1) market the TTBAA as a self-regulatory body through strong branding of its logo and mandate; 2) use “subtle messaging” to influence drink-driving attitudes, particularly among persons between 18 and 35 years of age; 3) promote responsible drinking through “non-judgmental” messaging; 4) create a value system that recognizes individual as well as collective responsibility. 5) create awareness, engagement and active participation from stakeholders; and 6) encourage consumers to practice and support responsible drinking.¹⁶
- As explained by the SAPRO’s Chairman, TTBAA “has a strong regulatory framework of self-regulation to set out rules of conduct and engagement for its members to follow before legislative framework is instituted which can affect companies’ bottom line.” (Antoine, n.d).
 - For example, since 2010, there has been an effort by all of the major international drinks companies through the umbrella body Global Actions on Harmful Drinking (2014) (advanced by ICAP) to support self-regulation in emerging markets as “an alternative to detailed legislation”.

Policy Substitution: Promoting alternative regulatory policy



- The alcohol industry can compromise effective policies to reduce alcohol-induced harm by lobbying for the passage of weaker legislation.
 - For example, in 2014 Jamaica Health Minister, Dr Fenton Ferguson, expressed concern over the advertising of alcoholic beverages during prime time, and the high level of alcohol advertisements seen by children (Green, 2014).
 - President of the Advertising Agencies Association of Jamaica (AAAJ) quickly responded, stating that “Our industry abides by a Code of Advertising Practices supported by a Code of Communication Practices developed and implemented by Jamaica Alcoholic Beverage Association (JABA) which ensures that both the messaging and the visuals in all ads promote responsible consumption by adults.”
 - The AAAJ proposed that the minister’s objectives would be better served if the Government joined with the liquor industry in promoting responsible drinking.
 - AAAJ President also advised, “Advertising plays an important role in the economy. Effective communication helps companies create more jobs, pay more tax and contribute directly to economic growth.” (The Gleaner staff, 2014). After “working together” with the industry, Ferguson’s new regulations for alcohol advertising only stipulate that advertising must include “responsible and cautionary messages.” (McIntosh, 2014).

Guyana needs a national alcohol policy

By Stabroek News | December 11, 2016



Dear Editor,

As of July 2016, according to a report from the Guyana Police Force, there have been 1,035 traffic offences caused by drivers being under the influence of alcohol. The lack of an explicit and articulated national policy on alcohol is an indicator of the disregard and lack of commitment by the leaders of the nation throughout the years to reduce the consumption of alcohol and its harmful effects. The laws that do exist are not enforced.

2016



PAHO/WHO, health ministry to start work on alcohol control policy

By Zoee Fraser On October 21, 2018 @ 1:17 am In Guyana News |

2018



Dr. Norman Gesbrecht

In the coming days, the Pan American Health Organisation and World Health Organisation (PAHO/WHO), with input from the Public Health Ministry and stakeholders, will begin developing a policy for the prevention and control of use of alcohol in Guyana.

The project, which will be spearheaded by consultant Dr. Norman Gesbrecht, who has a record of conducting research focused on alcohol policy development, will culminate in February, 2019, with the submission of the final policy document.

The policy's Terms of Reference (ToRs) state that in the quest to accelerate the implementation of the global agenda for alcohol prevention and control in Guyana, the Ministry requested support for the development of a policy that is aligned with the Global Strategy to Reduce the Harmful Use of Alcohol 2016 and the WHO "Best Buys" for alcohol prevention and control.

Govt looking at alcohol policy

Marketing and advertising to be reviewed

2014

20140829

Anna-Lisa Paul

The high incidence of people being addicted to legal drugs in T&T are alarming and has prompted the Ministry of Health to begin formulating a national alcohol policy to review the advertising and marketing of alcoholic beverages to the public. Making the announcement yesterday, Health Minister Dr Fuad Khan said the results of a recent survey on substance abuse and addiction were responsible for the latest move.

Speaking with reporters following an awards ceremony at the National Alcohol and Drug Prevention Programme (Nadapp) Conference Room, Abercromby Street, Port-of-Spain, Khan said:

"The high incidence of young people abusing legal drugs has caused the ministry to review its policies. "We are producing a national alcohol policy which is being done right now to look at curtailing the sale of alcohol to young people."

2010



National Policy, Advertising, Marketing and Labeling ESC (WHO, 2018)

	ATG	BHS	BRB	BLZ	DMA	GRD	GUY	JAM	KNA	LCA	TTO	VCT
Written national policy (adopted/revised)	No	Yes	No	No	No	No	No*	No*	No	No	No*	No
Legally binding regulations on alcohol advertising / product placement (WHO best buys)	No/No	Yes/Yes	No/No	No/No	No/No	No/No	No/No	Yes/No	No/No	No/No	No/No	No/No
Legally binding regulations on alcohol sponsorship / sales promotion (WHO best buys)	No/No	No/Yes	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No
Legally requiring health labels on alcohol advertisements/containers	No/No	----/-----	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No	No/No

Restrictions on alcohol marketing for beer in the ESC (2016)

	ATG	BHS	BLZ	BRB	DMA	GRD	GUY	JAM	KNA	LCA	TTO	VCT
National TV	None	None	None	None	None	None	None	Partial ban	None	V/SR	V/SR	None
Private TV	None	None	None	None	None	None	None	Partial ban	None	V/SR	V/SR	None
National Radio	None	None	None	None	None	None	None	Partial ban	None	V/SR	V/SR	None
Local Radio	None	None	None	None	None	None	None	Partial ban	None	V/SR	V/SR	None
Print Media	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None
Billboards	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None
Point of Sale	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None
Cinema	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None
Internet	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None
Social Media	None	None	None	None	None	None	None	None	None	V/SR	V/SR	None



What can we do?



Become an advocate

Keep the discussion going- at church, school, family meetings, community settings

CARD is only 1 day per year!




Practice a dry December- don't give alcohol as gifts; tell your family to not give you alcohol as a Christmas or birthday present.




Distribute the resources created by HCC for CARD #1-9
<https://www.healthycaribbean.org/category/our-work/alcohol-advocacy-capacity-strengthening/caribbean-alcohol-reduction-day/>



Look out for QR code from HCC for a copy of the upcoming free eBook and share in your community- *"Rum Songs and other Alcohol Issues in the English-speaking Caribbean."*





Alcohol Industry playbook in the ESC

- Political clout
- Promoting the idea that Alcohol is 'good' for our economies
- Creating brand loyalty
- Invoking 'culture'
- Focus on youth
- Focus on women- Mis-representation of fact
- Creating 'special occasions' and appropriating other cultures
- Focus on 'sex'
- Corporate Social Responsibility