



KDA SOCIAL RESPONSIBILITY CODE OF CONDUCT

Consistent with The Kentucky Distillers' Association role as keepers of Kentucky's Bourbon tradition since 1880, we have developed a Code of Conduct which supports a socially responsibly approach to continuing our rich tradition.

When consumed responsibly and in moderation, Bourbon can be a source of pleasure and a positive experience for many. With that in mind, KDA members have a responsibility to conduct their sales and marketing practices in a manner consistent with safe and reasonable consumption. The KDA Social Responsibility Code of Conduct is a framework of "Best Practices" to guide our members in the promotion of our products, members and community.

KDA Members have pledged to support and abide by these practices. The KDA Generally Accepted "Best Practices" are consistent with broader industry standards adopted by industry trade associations and recognized by federal agencies.

KDA MEMBER PLEDGE

KDA Members market products to adults of legal drinking age.

KDA Members recognize that consumption of beverage alcohol by minors is dangerous, unhealthy and illegal.

KDA Members advocate a strict stance on responsible consumption of beverage alcohol. This includes acknowledging the harm of excessive or irresponsible consumption by adults.

KDA Members are committed to being a responsible member of the beverage alcohol community by monitoring all marketing, promotions and communications for generally acceptable and appropriate messages and practices.

KDA Members encourage responsible decision-making regarding drinking, or not drinking, by adults of legal purchase age, and discourage abusive consumption of their products.

KDA GENERALLY ACCEPTED "BEST PRACTICES" IN ADVERTISING & MARKETING

Beverage alcohol advertising and marketing should be placed in broadcast, cable, radio, print, and internet/digital communications only where at least 71.6 percent of the audience is reasonably expected to be of legal purchase age (determined by using reliable, up-to-date audience composition data).

Beverage alcohol products should not be advertised or marketed in college or university newspapers, or on college and university campuses except for licensed retail establishments located on such campuses.

Beverage alcohol advertising should not be placed on any outdoor stationary location within five hundred (500) linear feet of an established place of worship, an elementary school or secondary school except on a licensed premise.

Beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age. Advertising or marketing material is considered to "primarily appeal" to persons below the legal purchase age if it has special attractiveness to such persons beyond the general attractiveness it has for persons of legal purchase age.

Beverage alcohol products should not be advertised or marketed in a manner associated with the attainment of adulthood or the "rite of passage" to adulthood.

Beverage alcohol products should not be advertised or promoted by any person who is below the legal purchase age or who is made to appear to be below the legal purchase age. To help ensure that individuals in beverage alcohol advertising are and appear to be above the legal purchase age, models and actors employed should be a minimum of 25 years old, substantiated by proper identification and should reasonably appear to be 21 years of age and older.

No brand identification, including logos, trademarks or names, should be used or licensed for use on clothing, toys, games, or game equipment, or other items intended for use primarily by persons below the legal purchase age.

KDA SOCIAL RESPONSIBILITY CODE OF CONDUCT (CONTINUED)

Age affirmation mechanisms, utilizing month, day and year, should be employed for KDA member-controlled beverage alcohol advertising and marketing websites. They also should contain a reminder of the legal purchase age.

Beverage alcohol advertising and marketing materials should not contain any curative or therapeutic claim except as permitted by law.

Beverage alcohol advertising and marketing materials should contain no claims or representations that individuals can attain social, professional, educational, or athletic success or status as a result of beverage alcohol consumption.

Beverage alcohol products should not be advertised or marketed in any manner associated with abusive or violent relationships or situations.

Beverage alcohol advertising and marketing materials should not imply illegal activity of any kind.

Beverage alcohol advertising and marketing materials should not portray beverage alcohol being consumed by a person who is engaged in, or is immediately about to engage in, any activity that requires a high degree of alertness or physical coordination.

Beverage alcohol advertising and marketing materials should not be associated with anti-social or dangerous behavior.

Driving while intoxicated is against the law. Beverage alcohol advertising and marketing materials should not portray, encourage or condone driving a motor vehicle while intoxicated.

Beverage alcohol advertising and marketing materials should reflect generally accepted contemporary standards of good taste.

Beverage alcohol advertising and marketing materials should not degrade the image, form, or status of women, men, or of any ethnic, minority, sexually-oriented, religious, or other group.

Beverage alcohol advertising and marketing materials should not contain any lewd or indecent images or language.

Beverage alcohol advertising and marketing materials should not employ religion or religious themes.

Beverage alcohol advertising and marketing materials may depict affection or other amorous gestures or other attributes associated with sociability and friendship. While a brand preference may be portrayed as a mark of good taste and discernment, beverage alcohol advertising and marketing materials should not rely upon sexual prowess or sexual success as a selling point for the brand. Accordingly, advertising and marketing materials should not contain or depict:

- graphic or gratuitous nudity;
- overt sexual activity;
- promiscuity; or
- sexually lewd or indecent images or language

Responsible drinking statements should be included in beverage alcohol advertising, marketing materials and promotional events where practicable.

Beverage alcohol advertising and marketing materials should not portray people who appear to be intoxicated, nor suggest that intoxication is socially acceptable.

Beverage alcohol advertising and marketing materials should not endorse or promote activities that encourage or reward excessive consumption, i.e. drinking games.

Beverage alcohol advertising and marketing materials should not alienate or penalize non-drinkers or those who choose to not consume the maximum included or allowed amount of alcohol.

