

# Our Responsibilities

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## RESPONSIBLE DRINKING

We respect the right of adults to choose whether or not to consume alcohol as an acceptable and enjoyable way to celebrate and relax. We believe that, when consumed in moderation, alcohol can be part of a balanced lifestyle.

We recognise, however, that the misuse of alcohol can cause serious problems for individuals, communities, and society at large. We are supporters of the Portman Group and Drinkaware Trust. We seek to provide consumers with the information they need to make an informed choice about drinking or not drinking, and, if they do drink, to drink responsibly.

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