



CAROLINA WINE BRANDS

ALCOHOL POLICY

1. RESPONSIBLE ALCOHOL CONSUMPTION

In line with its ethical and sustainable development principles and given its social role, *Viña Santa Carolina S.A. (VSC)* seeks constantly to meet the needs and well-being of its customers by promoting responsible consumption of alcohol.

Aware of the role wine plays in people's diet, and social habits, VSC is committed to encouraging sensible and responsible consumption of alcohol.

The objective of the alcohol policy is to be a guide that sets the path to follow in terms of marketing, campaigns, commercial communications, product sales, among others, always ensuring responsible consumption, and promoting a healthy lifestyle for its customers.

2. WHO IS IT ADDRESSED TO?

The alcohol policy is aimed at contributing positively to the well-being of all employees, executives, directors, customers, and society in general, looking at alcohol consumption from a perspective of enjoyment and celebration, associated with a healthy life.

3. COMPLIANCE WITH APPLICABLE LAWS

VSC must comply with the legislation in force in each country of destination of its products, both in the product itself, and in the processes with which it is produced and commercialized. It also applies controls that recognize existing bans in some countries on direct and indirect advertising of alcoholic beverages.

4. LIFESTYLE AND ALCOHOL CONSUMPTION

VSC must promote moderate and responsible consumption of alcohol in accordance with the World Health Organization's recommendations, and the health benefits that sensible consumption of wine brings. Conversely, it reprovves the consumption of alcohol by minors, pregnant women, or people who have any condition that may cause them to be at risk.

a) Some benefits of moderate consumption of alcohol

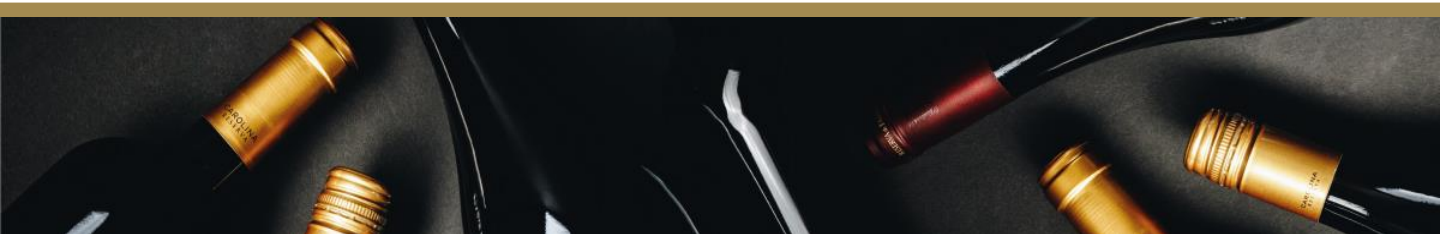
The consumption of moderate amounts of alcoholic beverages reduces the risk of heart problems and may reduce the risk of dementia due to vascular problems.

b) Risks associated with excessive consumption of alcohol beverages

Alcohol abuse is associated with over 60 different diseases and health issues, including mental and gastrointestinal conditions, cancer, behavioral, immune, and reproductive disorders, skeletal diseases, and congenital defects. Alcohol increases the risk of these diseases in relation to the quantity consumed: the higher the consumption, the greater the risks. (WHO, 2008)

c) Wine consumption recommendation

According to the WHO, the recommended limit for daily consumption is 20 grams of alcohol for up to 5 days a week (WHO, 2014), which is equivalent to two 100 ml glasses with an alcohol content of 13% vol.





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5. WHEN IS ALCOHOL CONSUMPTION NOT RECOMMENDED?

- **Underage drinking** should be discouraged. The legal drinking age is set by each country.
- **Pregnant or nursing women** should refrain from drinking alcohol due to the risks of permanent developmental damage to the baby.
- Alcohol consumption should be avoided by **former alcoholics** and people who have problems controlling alcohol consumption.
- People performing **activities like driving** should also refrain from drinking because alcohol can impair the functions of the central nervous system.

6. DELIVERY OF INFORMATION

The information provided to customers and consumers must be clear enough to support informed decisions on the benefits and potential issues of alcohol consumption, and so that it does not cause any likelihood of confusion of any sort regarding its nature and content.

The information delivered must address:

a) Misuse

Communications should not encourage or tolerate excessive or irresponsible wine consumption. Nor should they use messages that make consumption evoke fear or negative feelings.

No situations of excessive or inappropriate consumption of alcohol or violent, aggressive, or dangerous behaviors should be shown.

b) Minors and pregnant woman

Marketing communications (advertising, events, promotions, and activities) should target consumers of legal drinking age and should not portray underage drinkers or pregnant women positively inclined towards drinking during pregnancy or target youth or pregnant women. In addition, marketing communications should not be specifically targeted at pregnant women or minors.

c) Drinking and driving

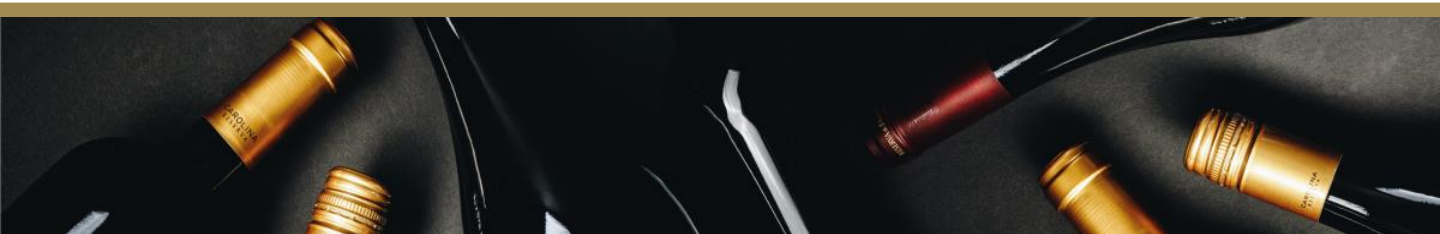
The information provided discourages drinking and driving and does not associate consumption of wine with driving or operating any motor vehicle, tool, or machinery, as alcohol reduces a person's ability to perform these skills.

d) Workplace

No company-generated communication should associate alcohol consumption with work activities inside or outside the workplace.

e) Psychosocial aspects, skills performance, and social success

The information disseminated through advertising, promotional events or activities should not advance the association between alcohol and a disinhibited behavior, positive socializing or increased mental ability or physical capacity. Neither should wine consumption be associated with social success and acceptance, or abstinence to personal or work failure.





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f) Tastings and customers

During visits to the winery, sales or other events involving wine tastings, the ID of all visitors/participants must be checked for compliance with the legal drinking age.

7. RESPONSIBLE CONSUMER

A responsible consumer is an individual of legal drinking age, who drinks sensibly and is aware of the negative effects of alcohol abuse, who does not drink and drive, who combines alcohol with food or other non-alcoholic beverage, who knows when to stop drinking and if a woman, who does not drink when pregnant.



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