



Norwegian Beer and
Soft Drink Producers

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Drink driving in Norway

1. "No" social acceptance

2. Who are the drink drivers?

- Poly drug users / mix of social, medical and psychological problems.
- Young men.
- "You and me".





ACTION:

1. BAC: Max 0.5 oo/oo
2. Prison 3 – 8 months
3. Licence withdrawel < 4 years
4. Massiv awareness campaign











NAB in Spain:



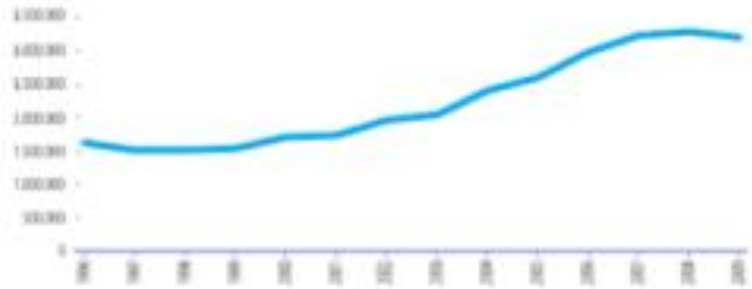
- **61 % volume increase 2003 – 2008**
- **15 % market share in 2016!**

1994 – 2009

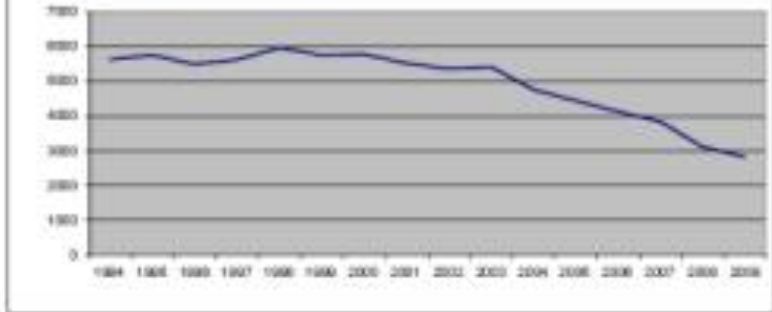
Consumption of NAB



Evolución de las ventas de cerveza sin alcohol en España(€)



EVOLUCION FALLECIDOS ACCIDENTE TRAFICO (EN MILES)



Fatal traffic accidents

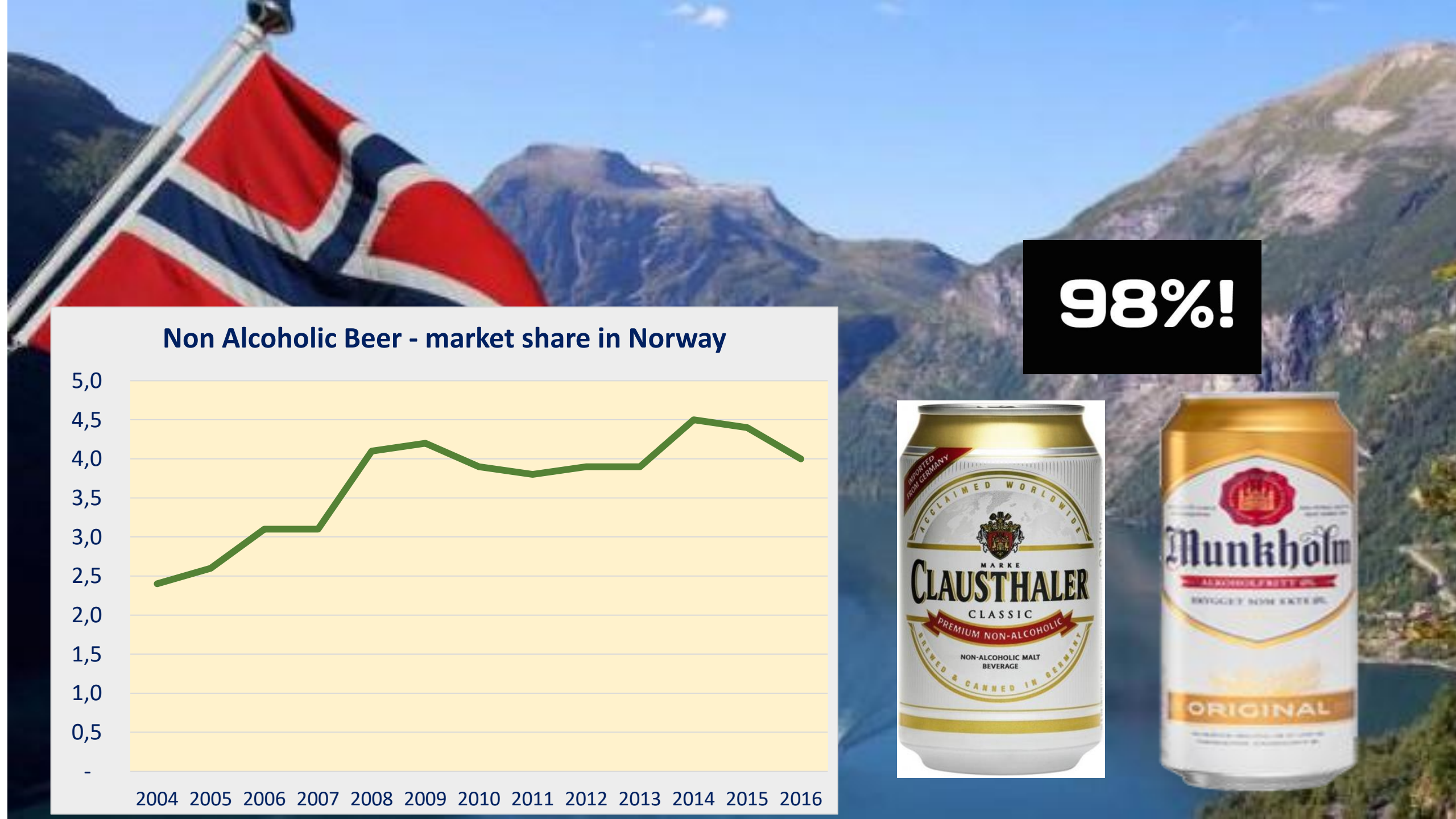
SPAIN 2003 - 2009:

Road deaths decreased 52,5 %

**15-24 years old:
Road deaths decreased 64,6 %**

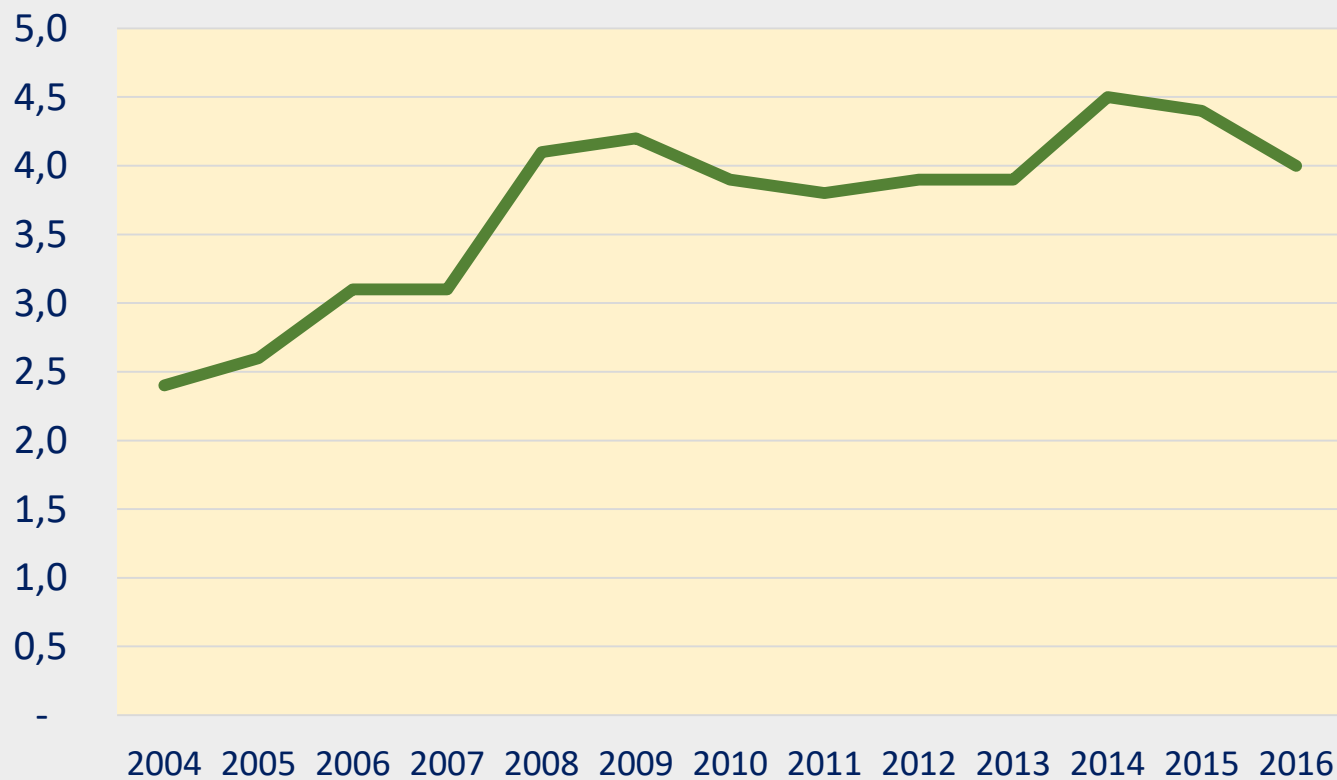
**84 % of drivers never consume
alcohol before driving.**

(22 % in 2003)



98%!

Non Alcoholic Beer - market share in Norway







Never drink
and drive!



NAB is the smart
choice!