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## **MILLERCOORS WORKS WITH STAKEHOLDERS TO PREVENT UNDERAGE ACCESS TO ALCOHOL IN TAMPA**

*Brewer Partners with J.J. Taylor Distributing Florida, Inc., and the Responsible Retailing Forum to Strengthen Respect 21 Program with Area Retailers*

**TAMPA, FLORIDA (April 23, 2015)** -- MillerCoors, in partnership with J.J. Taylor Distributing Florida, Inc., and the Responsible Retailing Forum, brought together Tampa community leaders in February to discuss and strengthen its Respect 21 program. Designed to raise retailers' awareness about underage drinking and prevent underage access to alcohol, a Respect 21 program has been in Tampa Bay since 2012. Approximately 20 community stakeholders attended the meeting, which included university representatives, law enforcement, retailers, business organizations and state regulators.

“At MillerCoors, our position on underage drinking is simple: 21 means 21,” said Diane Wagner, MillerCoors responsibility initiatives manager. “We developed Respect 21 because we know that assisting retailers is the first step in preventing underage access to alcohol. We are committed to working with retailers, distributors and other community partners to prevent the sale of alcohol to those who are underage.”

Underage drinking is a well-documented issue nationwide, often more apparent in communities near large universities. Through MillerCoors Respect 21 program, participating local retailers are provided with point-of-sale materials and the H.E.L.P. (Hire smart, Educate and manage well, Look at and validate identification and Point-of-sale) Guide, based on federal guidance on best practices for retailers. Additionally, licensees receive feedback on actual staff performance in checking IDs through legal-age mystery shoppers.

“Respect 21 is based on researched best practices, but success also hinges upon a commitment of public health and safety stakeholders in the community to work together with retailers, their associations and industry partners to sustain consistently high levels of responsible retailing,” said Dr. Brad Krevor, Responsible Retailing Forum president. “The strong participation by Tampa retailers is a clear indication of their commitment to addressing this complex issue, and we’re hopeful the program will continue to achieve real results in the community.”

As part of the Respect 21 program, MillerCoors engages community leaders to work cooperatively in support of responsible retailing and to address related community issues, such as procedures related to fake IDs.

“As a longtime member of the Tampa business community, we’re aware of the challenges our retailers face,” said Chad McLaughlin, J.J. Taylor Distributing Florida, Inc., vice president of corporate marketing. “We support Respect 21 because we believe preventing underage access to alcohol is the responsibility of all parties involved in its sale – from brewer to distributor, to cashier and community.”

MillerCoors first partnered with the Responsible Retailing Forum and Brandeis University in 2005 to create Respect 21. The program is now available in 28 communities with more than 620 retailers participating. The program will expand to Missoula, Montana, and Tulsa, Oklahoma, in 2015.

For more information on MillerCoors responsibility efforts, visit <http://www.millercoors.com/GBGR/Alcohol-Responsibility>.

### **About MillerCoors**

Through its diverse collection of storied breweries, MillerCoors brings American beer drinkers an unmatched selection of the highest quality beers steeped in centuries of brewing heritage. Miller Brewing Company and Coors Brewing Company offer domestic favorites such as Coors Light, Miller Lite, Miller High Life and Coors Banquet. Tenth and Blake Beer Company, our craft and import division, offers beers such as Leinenkugel's Summer Shandy from sixth-generation Jacob Leinenkugel Brewing Company and Blue Moon Belgian White from modern craft pioneer Blue Moon Brewing Company, which celebrates its 20th Anniversary this year. Tenth and Blake also operates Crispin Cidery, an artisanal maker of pear and apple ciders using fresh-pressed American juice. The company imports world-renowned beers such as Italy's Peroni Nastro Azzurro, the Czech Republic's Pilsner Urquell and the Netherlands' Grolsch. MillerCoors also offers pioneering new brands such as the Redd's franchise, Redd's Wicked and Smith & Forge Hard Cider. MillerCoors seeks to become America's best beer company through an uncompromising promise of quality, a keen focus on innovation and a deep commitment to sustainability. MillerCoors is a joint venture of SABMiller plc and Molson Coors Brewing Company. Learn more at MillerCoors.com, at facebook.com/MillerCoors or on Twitter through @MillerCoors.

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