

ALCOHOL POLICY

1. RESPONSIBLE ALCOHOL CONSUMPTION

In line with its ethical principles, sustainable development, and specifically its social role, Bodegas y Viñedos La Esperanza S.A. constantly maintains its focus on the satisfaction and well-being of its customers, taking on a role within society as a promoter of responsible alcohol consumption.

Bodegas y Viñedos La Esperanza S.A. is committed to promoting moderate and responsible alcohol consumption, aware of the role wine plays as part of diet, gastronomy, and social customs.

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

WHO IS IT INTENDED FOR?

The alcohol policy is designed to contribute positively to the well-being of all employees, executives, directors, clients, and society at large, promoting alcohol consumption as a form of enjoyment and celebration linked to a healthy lifestyle.

2. COMPLIANCE WITH CURRENT LEGISLATION

Bodegas y Viñedos La Esperanza S.A. must comply with current legislation in each country of destination for its products, both regarding the product itself and the processes through which it is produced and marketed. Additionally, it applies controls that recognize existing prohibitions in certain countries regarding direct and indirect advertising of alcoholic beverages.

3. LIFESTYLE AND ALCOHOL CONSUMPTION

Bodegas y Viñedos La Esperanza S.A. must promote the responsible and moderate consumption of alcohol in accordance with recommendations from the World Health Organization and the health benefits associated with wine consumption. Conversely, it disapproves of alcohol consumption by minors, pregnant women, or individuals with any condition that could pose a risk.

a) Some benefits of moderate alcohol consumption

Drinking moderate amounts of alcoholic beverages reduces the risk of heart problems and may lower the risk of vascular dementia.

b) Risks associated with excessive consumption of alcoholic beverages

Alcohol abuse is associated with more than 60 different types of diseases and injuries, including mental and behavioral disorders, gastrointestinal conditions, cancer, immunological disorders, skeletal diseases, reproductive disorders, and congenital damage. Alcohol increases the risk of these diseases in relation to the dose consumed: the higher the consumption, the higher the risks (WHO, 2008).

c) Wine consumption recommendation

The WHO defines the low-risk alcohol limit as up to 20 grams of alcohol per day for no more than 5 days a week (WHO, 2014), which is equivalent to two 100 ml glasses of wine with an alcohol content of 13% ABV.

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4. WHEN TO AVOID DRINKING ALCOHOL

- Alcohol consumption must be avoided by minors, in accordance with the legal drinking age established in each country.
- Pregnant or breastfeeding women should not drink alcohol, as it could cause irreparable damage to the baby's development.
- Recovering alcoholics or individuals who have trouble controlling their alcohol consumption must avoid drinking alcohol.
- Alcohol consumption must be avoided by anyone required to perform activities such as driving or operating machinery that could cause an accident, given the effects of alcohol on the psychomotor system.

5. PROVISION OF INFORMATION

Information provided to clients and consumers must be clear regarding its nature and content, enabling them to make informed decisions about the benefits and potential risks of alcohol consumption.

Information provision must adhere to:

a) Improper uses

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

They must not depict situations of abusive consumption, individuals who have overconsumed, or any violent, aggressive, or dangerous behavior.

b) Minors and pregnant women

Commercial communications (advertising, events, promotions, activities) must be directed toward an adult audience and must not depict minors consuming alcohol, nor pregnant women or nursing mothers drinking alcohol. Furthermore, commercial communications must not specifically target pregnant women or minors.

c) Drinking and driving

The provided information must not associate wine consumption with driving vehicles or operating any machinery that could pose a risk to the consumer or third parties, and it must discourage alcohol consumption among drivers.

d) Workplace

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

e) Psychosocial aspects, performance capabilities, and social success

Information provided through advertising, events, or activities must not promote the disinhibiting effect

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Information provided through advertising, events, or activities must not promote the disinhibiting effect of alcohol nor consider it an aid to face or overcome social adjustment issues, or to enhance mental capacity or physical skill. Nor should it link wine consumption to success or social acceptance, or abstinence to failure in personal or professional life.

f) Tastings and clients

During winery visits, cellar sales, or any other event involving product tastings or sales, the age of each participant and buyer must be verified using their identification document to ensure compliance with applicable legislation.

6. RESPONSIBLE CONSUMER

A responsible consumer is described as an adult of legal drinking age who drinks in moderation while being aware of the negative effects of excessive alcohol consumption. They do not drink when driving, combine alcohol consumption with food or non-alcoholic beverages, know when to stop drinking, and, if pregnant, do not drink alcohol at all.

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Bodegas y Viñedos La
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