

International Center for Alcohol Policies, Global Alcohol Producers Group confirm merger plan

By Olly Wehring | 15 October 2014

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The International Center for Alcohol Policies and the Global Alcohol Producers Group have released further details about their proposed merger, including the appointment of a new CEO.

The amalgamation of the two trade organisations, [which was initially announced in April](#), will result in the creation of the International Alliance for Responsible Drinking. Ann Keeling, the current Pakistan representative at the United Nations Population Fund, will assume leadership of the group on 1 January.

The International Alliance for Responsible Drinking (IARD), which will have board members from [Anheuser-Busch InBev](#), [Constellation Brands](#), [Diageo](#), [Pernod Ricard](#) and [SABMiller](#), among others, will work to reduce harmful drinking and promote responsible drinking globally. It will also “serve as a single global point of contact for international and national agencies, member states, NGOs, and other stakeholders”.

Marcus Grant, the head of ICAP, will serve as interim CEO of IARD until his previously-announced retirement. Mark Leverton, meanwhile, will continue to serve as DG of GAPG. Both will remain until the end of this year, after which they will work in an advisory capacity.

“Harmful drinking is a serious global public health issue,” said Keeling. “We need new thinking and urgent action to identify effective solutions and save lives. Public, private, and non-governmental sectors must all be part of the solution.

“I look forward to leading IARD as a new alliance dedicated to reducing harmful drinking.”

The IARD will be headquartered in Washington DC.



Sectors: Beer & cider, Corporate social responsibility (CSR), Spirits, Wine

Companies: Diageo, SABMiller, Pernod Ricard, Constellation Brands, Anheuser-Busch InBev
