



LION

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Performance  
Update, visit  
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# Alcohol&Me unveils new and improved website

Lion is dedicated to playing an active role in reducing alcohol misuse, and we are proud to support consumers in staying safe while socialising.

Since its inception in 2013, Alcohol&Me has educated over 763,000 New Zealanders, helping them make smarter choices about drinking. The newly redesigned website will ensure the program’s continued growth, offering easy access to interactive tools and reliable information so people can make informed decisions if they choose to drink.

- Launching in 2024, the updated website includes the following:
- **Improved User Experience:** A more intuitive, mobile-first interface designed to help Kiwi drinkers engage meaningfully with the content.
  - **Updated Content:** Fresh resources and materials that provide the latest insights and information relevant to our consumers.
  - **Interactive Features:** New tools and features that engage, educate and empower Kiwi drinkers.
- We look forward to continuing our mission to educate consumers on responsible drinking.



763k+

New Zealanders have engaged with Alcohol&Me online or F2F since its inception in 2013



*Alcohol&Me is about helping people to make smarter drinking choices by providing them with easy access to tools and trusted information about how alcohol affects their body and mind.*