Terms of Use and policy for dealing with user content

You must be of legal age to use the site. We remind you that by visiting and using this page you agree to be bound by Facebook's Terms of Use. By using this site you also agree to be bound by these Terms of Use. In order to provide our Fans and Customers with a friendly atmosphere when interacting with our Page, as well as to make sure that the content of the page is responsible, we ask that users abide by these Terms of Use.

We reserve the right to remove content posted by Site Users that we believe violates these Terms or Facebook Terms of Use and to block Users who violate them repeatedly. We reserve the right to remove, without notice to Users, any content or material posted to the Site by Users that:

- encourage excessive and irresponsible alcohol consumption;
- is obscene, reprehensible, vulgar, offensive, sexist, racist or harassing, or threatening;
- infringe intellectual property rights or the rights and personal interests of individuals or companies;
- promote dangerous or anti-social behaviour;
- they are contrary to the law or to accepted principles of morality or social norms;
- depict minors;
- promote foreign products or services,
- contain spam, external links, linkbaiting.

In accordance with the ABE Group (Asahi Breweries Europe Group) Marketing Communications Policy, which aims at responsible communication, sales and marketing of ABE Group products, we will remove all material suggesting, encouraging or describing the consumption of alcohol by persons underage drinking (persons under the age of 18).

We will also remove any material which shows alcohol and its consumption in a particularly attractive way for minors (e.g. in the context of cartoon characters, animals, idols) and showing or suggesting alcohol consumption during activities which, for safety reasons, require a high level of vigilance.

The material published by Users on the website represents the personal opinions of the Users and does not represent the opinions of ABE Group or any of its constituent entities. We reserve the right to modify these Terms of Use, at our sole discretion, without prior notice to Users.