



Innovation > Sport & Fitness > In Austria, beer bottle labels stop drink driving through free rides home

IN AUSTRIA, BEER BOTTLE LABELS STOP DRINK DRIVING THROUGH FREE RIDES HOME

 SPORT & FITNESS

Design firm Demner, Merlicek & Bergmann has replaced the traditional label on bottles of Stiegl beer with a free public transportation ticket in an effort to curb drink driving.

Register for full access

Our library content is no longer freely available. Please register to gain access to more than 12,000 innovations, updated daily. Our content is global in scope and covers solutions to the world's biggest challenges across 18 sectors.

[REGISTER](#)

[SIGN IN](#)

25th June 2013

Website: www.dmb.at

Contact: www.dmb.at/en/contact

[Download PDF](#)