



Supporting a beer-friendly, **prosperous** and **smart** EU business environment

Our mission is to **raise awareness** on issues where **brewers' interests** are at stake and to **communicate** to EU policymakers, media and stakeholders alike the critical and **positive role** played by beer and breweries in today's **society, culture** and **economy** - guaranteeing Europe's brewers' fundamental right to **responsibly** and **cost-effectively** brew and market beer.

Brewers can continue to make a positive contribution to **Europe's 2020 Strategy for Growth and Jobs**. To help the European Union achieve its goals brewers are together calling for:

A supportive tax system for beer

Fair to beer, recognising its specifics and valuing the contribution of beer to economic recovery and job creation.

Completion of the Single Market

Removing remaining barriers to growth and obstacles to further responsible and sustainable development for beer.

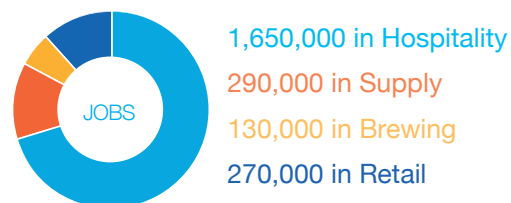
Support to trade and investment

Fostering the competitiveness and ambition of Europe's brewers when negotiating trade agreements with third countries.

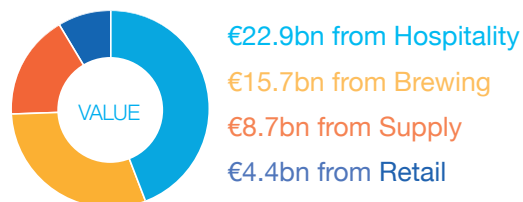
How **beer** contributes to the European **economy**

A successful mix of world-leading multinationals, deeply-rooted regional breweries, and thriving SMEs, Europe's 6500 plus breweries generate:

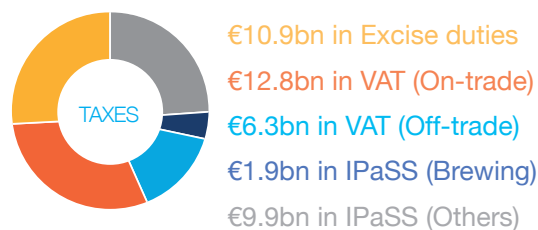
Around **2.3 million jobs**, equating to 1% of all EU jobs



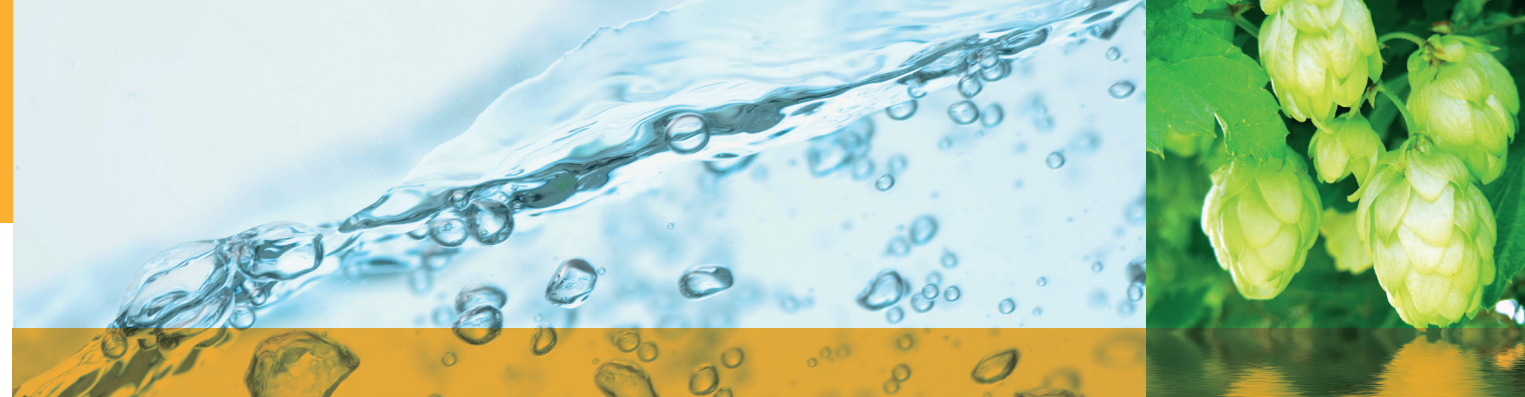
Around **€51 billion** in value-added every year



Around **€42 billion** in tax revenues every year



Note: IPaSS denotes income, payroll and social security contributions



Beer is **deeply rooted** in European **agriculture, heritage** and **communities**

With around **80 styles** and **40,000 brands**, including non-alcoholic, the **diversity** of flavours and richness of **choice** means there can be a beer for every occasion.

- A **fermented**, low alcohol beverage, beer is brewed from some of the finest ingredients **nature** has to offer, including **water**, malted **cereals** and **hops**.
- A true **European success story**, the brewing sector's expertise and leading role in **research** and scientific development are recognised throughout the world.
- Whilst brewers are at the forefront of **innovation**, the principles of the brewing process have remained the same for thousands of years.
- Alongside the increased beer **exports** and external **investment**, beer still remains primarily a local product, brewed in every single EU Member State.
- Entrenched in their **local communities**, Europe's brewers spend around €1 billion a year supporting sports, the arts, charities and conservation activities.

Providing **the facts** to help **consumers** make **informed decisions**

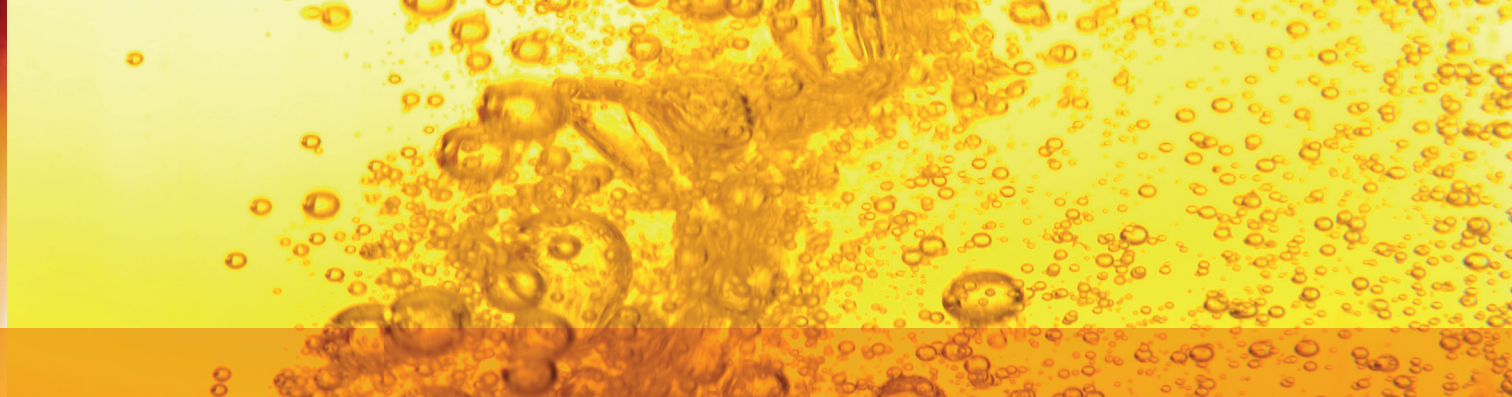
Europe's brewers are immensely proud of their products and the ingredients they use to brew beer. We also wish consumers to know how these beers can fit within a balanced lifestyle.

Despite there being **no EU legal requirement** for alcoholic beverages above 1.2% ABV to provide this information, we believe consumers have the right to **compare like-for-like facts** amongst all the drinks available to them, both non-alcoholic and alcoholic.

That is why Europe's brewers have taken their beers and are **voluntarily** implementing the EU's Food Information to Consumers Regulation, **listing ingredients** and **nutrition values per 100ml** as is currently required for all non-alcoholic drinks.

Providing the information on pack and/or online, utilising an expanding range of consumer communication platforms, brewers have pledged to report regularly as the commitment is progressively rolled out across Europe.





www.brewersofeurope.org

Our Members

For more information

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APCV - Associação Portuguesa dos Produtores de Cerveja
Asociația Berarii României
Association of Hungarian Brewers
Association of Slovene Brewers
Associazione degli Industriali della Birra e del Malto
Beer and Malt Producers' Association of Turkey
Belgian Brewers
Brasseurs de France
British Beer and Pub Association
Bryggeriforeningen
Cerveceros de España
Croatian Chamber of Commerce Association of beer, malt and hop producers
Cyprus Brewers' Association
Czech Beer and Malt Association

Deutscher Brauer-Bund e.V.
Fédération des Brasseurs Luxembourgeois
Greek Brewers' Association
Lithuanian Brewers' Guild
Nederlandse Brouwers
Norwegian Brewers Panimoliitto
Slovak Beer and Malt Association
Sveriges Bryggerier AB
Swiss Breweries' Federation
The Irish Brewers' Association
The Malta Chamber of Commerce, Enterprise and Industry
The Union of Brewing Industry Employers in Poland - Polish Brewers
Union of Brewers in Bulgaria (UBB)
Verband der Brauereien Österreichs



Taking our responsibility seriously

When consumed in **moderation** and responsibly by healthy adults, beer can be enjoyed on any occasion and may be fully compatible with a balanced and active **lifestyle**.

However, alcohol misuse is a serious problem and one that brewers are fully committed to tackling, including through the EU's policies to support Member States in reducing alcohol-related harm.

The brewers play a **leading role in addressing alcohol misuse** in collaboration with the EU and through targeted **partnerships** that seek to address this challenge at the local level.

We are fully engaged in initiatives targeted at increasing **consumer knowledge** and reducing alcohol misuse, through major commitments such as the **EU Beer Pledge**, marketing **self-regulation**, the **SMART** drink-driving collaboration with the European Transport Safety Council, and the European **Alcohol & Health Forum**, and are also involved in a multitude of local partnerships across Europe.



Safeguarding the natural environment

Brewers take environmental sustainability very seriously and understand the importance of **'reducing, reusing, recycling'**, limiting environmental impact and increasing efficiency efforts.

By using fewer natural resources, cutting CO² emissions, and producing less waste, brewers actively support the EU's drive towards **sustainable consumption and production**. With water making up over 90% of beer, cutting water use is a key priority to both ensure a consistent supply of quality **water** and safeguard this important resource.

Brewers are also finding **innovative** ways to save resources, whilst producing a consistent, high quality product. This includes the reuse of secondary products such as brewers' grains to feed cattle and biogas to produce green energy.

The Brewers of Europe is the European Commission's privileged partner in a project looking at beer as a pilot for the Commission's Product Environmental Footprint (**PEF**) project.

The Brewers of Europe

The voice of the European beer sector.
Over 6500 breweries creating 2.3 million jobs across Europe.



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