



CELEBRATING 10 YEARS OF THE EUROPEAN BEER PLEDGE

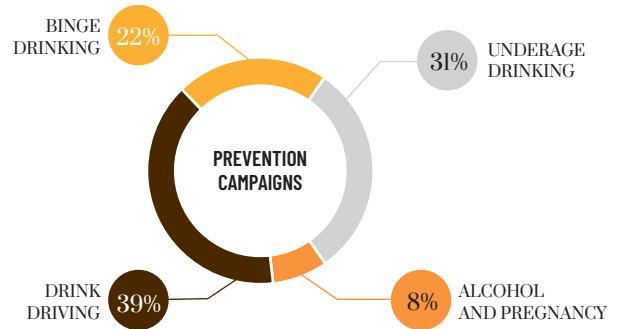
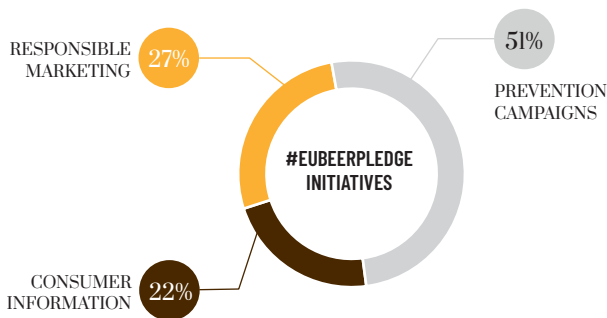
Launched in 2012, the #EUBeerPledge committed brewers to taking concerted and measurable steps to promote responsible beer consumption and help reduce alcohol-related harm across three pillars of action:

CONSUMER INFORMATION
RESPONSIBLE MARKETING
PREVENTION CAMPAIGNS

The last decade has seen literally hundreds of initiatives by brewers in support of the #EUBeerPledge. Over this period, there has also been a doubling of the numbers of breweries, major innovations in the market and growing diversity in the beer choice.

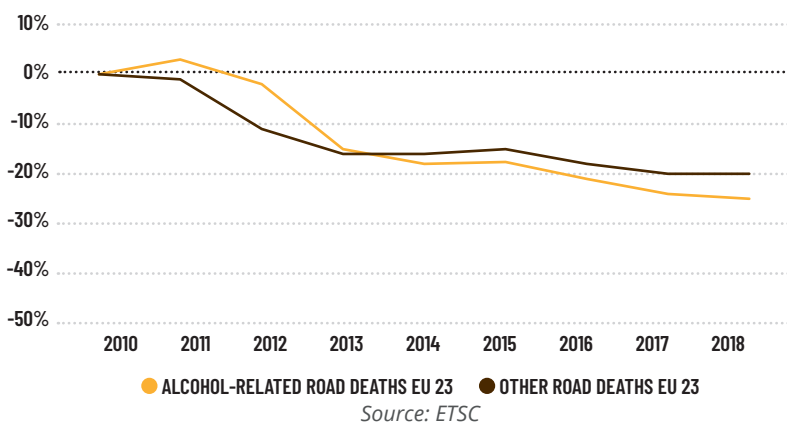
As the EU now looks to legislate, notably through labelling obligations, it makes sense to look back and learn from what has been achieved under the #EUBeerPledge.

WHAT HAS BEEN ACHIEVED ACROSS EUROPE?



Since 2012, brewers have worked to support responsible beer consumption in partnership with multiple stakeholders nationally and internationally, be they governments, local authorities, doctors' groups, the police, NGOs, consumer groups, educators, road safety authorities and other parts of society.

At the EU-level, The Brewers of Europe also partnered throughout this time with the European Transport Safety Council, to focus on reducing drink driving.



25%
reduction in alcohol-related road deaths between 2010 and 2018 in the EU. Other road deaths declined by 20% over the same period.



PROUD TO BE CLEAR

In 2015, in support of the first pillar of the #EUBeerPledge, The Brewers of Europe also committed to voluntarily listing ingredients and calories on labels. In 2019, we strengthened that commitment through an MoU signed with the EU Health Commissioner and a Brewers' Ambition that all beer bottles and cans label ingredients and energy values by end 2022, in full conformity with the EU's Food Information to Consumers legislation. Follow our progress at <https://beerwisdom.eu>.

Today in Europe

95%
of beer is labelling ingredients

and

88%
is labelling calories

WHAT ROLE FOR BEER IN ALCOHOL POLICY?

Beer, a fermented, relatively low alcohol beverage, remains central to the European society, economy and culture. And increasingly, lower alcohol and non-alcohol beers are part of that European way of life, delivering further choices and facilitating responsible decisions. By 2021, non-alcohol beer had grown to over 5% of the overall EU beer market, with this number forecast to continue growing as brewers continue to innovate in the styles and flavours offered and marketed to beer consumers. The characteristics of the product itself, coupled with our commitment to transparency, are a key part of what makes beer a good choice for the moderate consumption patterns we aim to inspire.

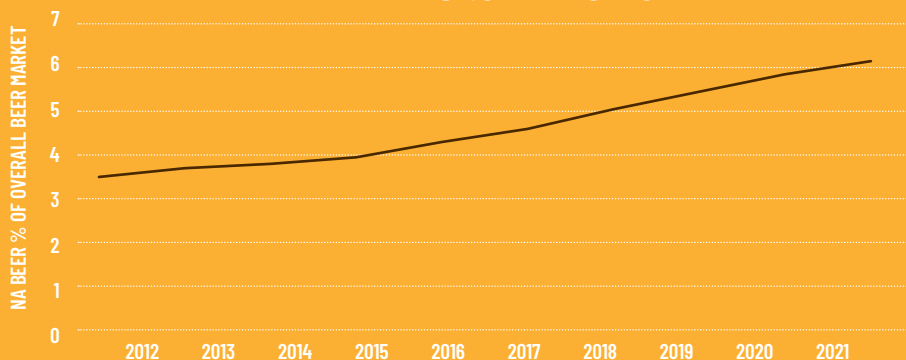
BY 2021, NON-ALCOHOL BEER HAD GROWN TO OVER



5% OF THE OVERALL BEER MARKET

Source: Euromonitor International

THE GROWTH IN POPULARITY OF NON-ALCOHOL BEER IN THE EUROPEAN UNION



WHERE NEXT FOR LABELLING?

As the EU considers its options for new labelling requirements, including in the area of alcohol, health, nutrition and ingredients, we must learn from the past, build on the present and look to the future. Recognising that beer can fit within a balanced lifestyle when consumed responsibly by healthy adults, The Brewers of Europe is proud of what we have achieved to date.

WE ARE #PROUDTOBECLEAR

Informing consumers in a comprehensive, accurate, actionable manner requires empowerment through a variety of tools, including brief interventions, print materials, digital tools, labels and other means.

The label, often the most direct touchpoint with the consumer, contains by its nature limited space. In mandatory labelling legislation, priority should therefore be given to the essential, clear, objective, comparable, evidence-based facts on the product itself that consumers need to know to guide their decisions on purchase, consumption and disposal of the product. The EU should create a level playing field and avoid placing unnecessary or disproportionate burdens on the beer sector. Mandatory information must refer to concepts or principles that can be measured accurately and are balanced, understandable and meaningful - it cannot be misleading or overly simplified.

Recognising the need to increase alcohol and health literacy, which is the degree to which people are able to access, understand, evaluate, and apply information about alcohol to prevent personal and community harms from irresponsible alcohol consumption, the brewing sector stands ready to be part of the solution.



of consumers agree that ingredients should be listed on the labels of all alcoholic beverages, like all food and drink products*



of consumers agree that energy values should be listed on the labels of all alcoholic beverages per 100ml, like other food and drink products*



of consumers agree that priority on the label should be given to ingredients and calorie values, whilst the other nutrition information should still be easily accessible

* 2022 survey by IPSOS of 9000 Europeans across 9 countries

BREWERS ARE LEADING THE WAY

« The #EUBeerPledge and the actions taken within it are testimony to brewers' leadership over many years in advocating for responsible and moderate beer consumption. We stand ready to enter into dialogue and be part of the solution, sharing the objective of decision makers to play a role in preventing and reducing alcohol misuse. »

*Pierre-Olivier Bergeron
Secretary General
The Brewers of Europe*

READ MORE ON
[PLEDGE.BREWERSOFEUROPE.EU](https://pledge.brewersofeurope.eu)



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