

# THE BREWERS OF EUROPE

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## THE VOICE OF THE EUROPEAN BEER SECTOR

More than 10,000 breweries creating over 2 million jobs across Europe



THE BREWERS OF EUROPE

# The Brewers of Europe Beer Serves Europe

## VISION - MISSION - POSITIONING



### VISION

To ensure a competitive, responsible and sustainable European brewing sector, creating shared value across the entire value chain and enriching European culture.



### MISSION

To be the trusted and respected voice for all of Europe's brewers, shaping a policy environment that enables sustainable, responsible and competitive growth.



### POSITIONING

- We are proactive, responsive & solution-oriented
- We promote the unique characteristics & positive impacts of beer and brewing
- We are the go-to authority on beer-specific policies and regulation that impacts brewing

# STRATEGIC PRIORITIES



## LEADING ON MODERATION

Strengthen our impact in promoting beer in moderation as part of a balanced lifestyle, by equipping adult consumers with the tools and choices to drink better. Prioritise partnerships, policies, and practices that accelerate the adoption of lower alcohol products and reinforce the norm of moderate consumption of beer.



## SUPPORTING LOCAL ECONOMIES

Drive recognition of the strategic economic importance of beer and brewing to local communities, from agriculture to hospitality, manufacturing to tourism. Together, promote a policy environment designed to support sustainable, inclusive, broad-based economic growth across the entire value chain.



## CHAMPIONING SUSTAINABILITY

Working together, promote a sustainability framework for brewing that enables the entire value chain to maintain its leadership. Showcase our positive impact on sustainability and drive recognition for our achievements.

# FOUNDATIONAL PRIORITIES

## BREWING COMPETITIVENESS

Position The Brewers of Europe, together with the European Brewery Convention (EBC) as the go-to authority on technical, scientific and regulatory aspects of brewing. Leverage with policymakers and external stakeholders for the most competitive regulatory environment for brewing.

## PURPOSEFUL ENGAGEMENT

Unite and mobilise behind a shared passion for brewing and commitment to the European brewing sector by valuing diversity and striving for consensus. Through collaboration and dialogue, we can further enrich the brewing sector by exchange of insights, fostering open and transparent debate.

## THE BREWERS OF EUROPE

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 THE-BREWERS-OF-EUROPE


# OUR MEMBERS

## NATIONAL ASSOCIATIONS

 **AUSTRIA**  
Bierland Österreich

 **BELGIUM**  
Belgische Brouwers – Brasseurs  
Belges – Belgian Brewers

 **BULGARIA**  
Съюз на пивоварите в България

 **CROATIA**  
Udruženje proizvođača piva, slada  
i hmelja

 **CYPRUS**  
ΣΥΝΔΕΣΜΟΣ ΖΥΘΟΠΑΡΑΓΩΓΩΝ  
ΚΥΠΡΟΥ

 **CZECH REPUBLIC**  
Český Svaz Pivovarů a Sladoven

 **DENMARK**  
Bryggeriforeningen

 **FINLAND**  
Panimo- ja  
virvoutisjuomateollisuusliitto


 **FRANCE**  
Brasseurs de France

 **GERMANY**  
Deutscher Brauer-Bund e.V.

 **GREECE**  
ΕΛΛΗΝΙΚΗ ΕΝΩΣΗ ΖΥΘΟΠΟΙΩΝ

 **HUNGARY**  
Magyar Sörgyártók Szövetsége

 **IRELAND**  
Drinks Ireland | Beer


 **ITALY**  
Assobirra - Associazione dei Birrai e  
dei Maltatori

 **LITHUANIA**  
Lietuvos aludarių gildija

 **LUXEMBOURG**  
Confédération des Brasseries &  
Brasseurs du Luxembourg


 **MALTA**  
The Malta Chamber of Commerce,  
Enterprise and Industry

 **NORWAY**  
Bryggeri- og drikkevareforeningen

 **POLAND**  
Związek Pracodawców Przemysłu  
Piwowskiego w Polsce – Browary  
Polskie

 **PORTUGAL**  
Cervejeiros de Portugal

 **ROMANIA**  
Asociatia Berarii Romaniei

 **SLOVAKIA**  
Slovenské Združenie Výrobcov Piva  
a Sladu

 **SLOVENIA**  
Združenje Slovenskih Pivovarn

 **SPAIN**  
Cerveceros de España

 **SWEDEN**  
Sveriges Bryggerier

 **SWITZERLAND**  
Schweizer Brauerei-Verband

 **THE NETHERLANDS**  
Nederlandse Brouwers

### ASSOCIATE MEMBER

 **UNITED KINGDOM**  
British Beer and Pub Association

## COMPANIES

