



OUR PLEDGE

PROUD TO BE CLEAR WHAT'S IN OUR BEER

July 2021

Leading by example

The Brewers of Europe, which represents the interests of over 11,000 breweries in the European Union, is now into the sixth year of its push towards even greater transparency and better information for consumers with regard to ingredients and nutrition information.

Europe's brewers have been voluntarily rolling out ingredients listing and energy information since 2015, in full accordance with EU law. This has been welcomed by policymakers and NGOs alike.

That commitment was bolstered in July 2018 with a specific, focused recommendation to all breweries to list ingredients and calories per 100ml on the labels of pre-packaged beer containers such as bottles and cans.



Commenting in May 2019, EU Health Commissioner Vytenis Andriukaitis said: *"I welcome brewers' commitment to provide the full list of ingredients and the energy values per 100ml on the labels of all pre-pack beers. The EU Regulation sets the rules to follow and I'm delighted that brewers are fulfilling these high standards. This is in the interest of public health and consumers information."*

In September 2019, The Brewers of Europe, together with national brewers' associations and leading companies, then signed, in the presence of Commissioner Andriukaitis, a Memorandum of Understanding and a Brewers' Ambition to roll out the commitment across the EU by end 2022.

In his letter to The Brewers of Europe on September 27, 2019, Commissioner Andriukaitis added: *"I encourage you to become the gold standard when it comes to industry commitments to labelling"*.

Committed to clarity

Consumers like clear, consistent, honest communication. Ingredients lists and energy values are the most basic of information that all consumers should expect to see for all drinks.

EU law currently exempts alcoholic beverages over 1.2% abv from the legal obligation to label this information, but does set the clear rules for any company wishing to voluntarily do so. Ingredients must be listed in descending order of weight, as recorded at the time of their use. Energy values must be provided (just as they are for non-alcoholic beverages) in kj and kcal per 100ml to allow a like-for-like comparison amongst all beverages.

Polling shows 86% of Europeans¹ expect alcoholic beverages to list ingredients and show calorie information per 100ml, a well-known and understood legal reference volume.

Our commitment is about respecting EU law and meeting consumers' expectations – implementing the horizontal rules in Regulation (EU) 1169/2011 – and we encourage other sectors to bring their own actions into line with both our own commitment and EU law.

Brewers exceeding expectations with better ingredients and calorie labelling

Building on a 2019 baseline of 85% coverage for ingredients labelling and 60% coverage for energy labelling, the Brewers' Ambition set interim targets of 90% and 70% respectively.

However, by June 2021, already 93% of European brewers' pre-packaged beer in the EU labelled ingredients and 86% labelled calorie information.

On 11 June 2021, the EU's new Health Commissioner Stella Kyriakides, welcomed The Brewers of Europe's "strong, out-of-the-box" commitment, stating: *"Industry has a key role to play in protecting the health of our citizens and empowering them to choose healthy lifestyles."* Commissioner Kyriakides commended Europe's brewers for exceeding the targets despite the ongoing crisis and encouraged The Brewers of Europe to sign up to the aspirations of the new *EU Code of Conduct on Responsible Food Business and Marketing Practices*.

Signing The Brewers of Europe up to the Code of Conduct

Putting The Brewers of Europe's signature to the *EU Code of Conduct on Responsible Food Business and Marketing Practices*, we pledge to:

- Endorse the Code's aspirational objective of *"Healthy, balanced and sustainable diets for all European consumers"*;
- Support *"A food environment that makes it easier to choose healthy and sustainable diets"*, by providing *"transparent, voluntary product information to consumers"* through the implementation of the Brewers' Ambition to roll out ingredients and energy labelling on beers across the EU;
- Publish the implementation results *on an annual basis* on <http://beerwisdom.eu>;
- *Promote and disseminate this Code* within our constituencies, encouraging and supporting our members, through the sharing of *sector-specific tools and resources*, to support the implementation of our commitment;
- *Continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and learn from each other*, encouraging other sectors to bring their own actions into line with our commitment and EU law.

¹ 2016 GfK survey of 9,000 adults