

WHAT'S IN A BEER?

European brewers' commitment to listing ingredients and nutrition information

Regulation (EU) No 1169/2011 establishes the legal framework for the provision of food information to consumers. It sets down the general principles, responsibilities and requirements for achieving clear, comprehensive, comparable and legible information for all foods and beverages. Ingredients must be listed in descending order of weight. Nutrition information must be provided per 100ml for all beverages.

Alcoholic beverages of more than 1.2% ABV are currently exempted by Regulation (EU) 1169/2011 from the obligation to list ingredients and nutrition information.

The Regulation does however oblige any producer voluntarily providing this information to do so in full accordance with the above rules. With regards to nutrition information, alcoholic beverages over 1.2% ABV can list the energy values alone or list all seven nutritional values.

In March 2015 brewers announced a commitment to progressively implementing ingredients listing and nutrition information of beers across the EU, following the rules as laid down in Regulation (EU) No 1169/2011.

The Brewers of Europe supports implementation through the development and dissemination of guidance tools on regulatory requirements, the commitment itself and a toolkit on calculation methods for nutritional values.

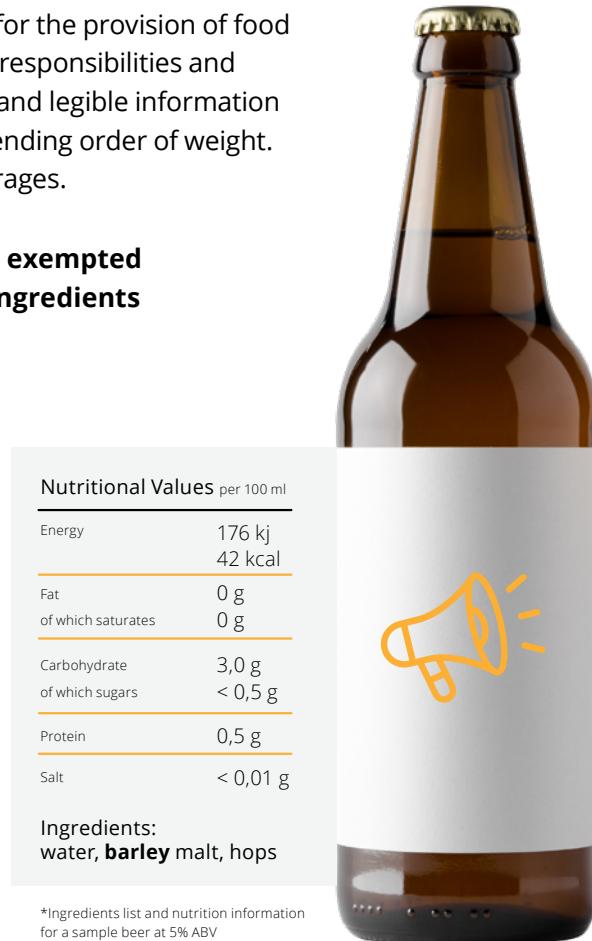
Monitoring templates will be used to report annually on the percentages of pre-pack beer volumes carrying the information, with complementary online information also tracked, including as a means to inform consumers regarding beers served on-tap.



Pierre-Olivier Bergeron

Secretary General
The Brewers of Europe

#BeerWisdom



*Ingredients list and nutrition information for a sample beer at 5% ABV

I appreciate the rigour and ambition with which The Brewers of Europe and the beer sector have been committed to providing information to consumers. I can only encourage the brewers to continue the good work and to keep me informed on progress.

Vytenis Andriukaitis

EU Commissioner for Health & Food Safety, 28 February 2018



The Brewers of Europe

PROUD TO BE CLEAR

European brewers' consumer information commitment



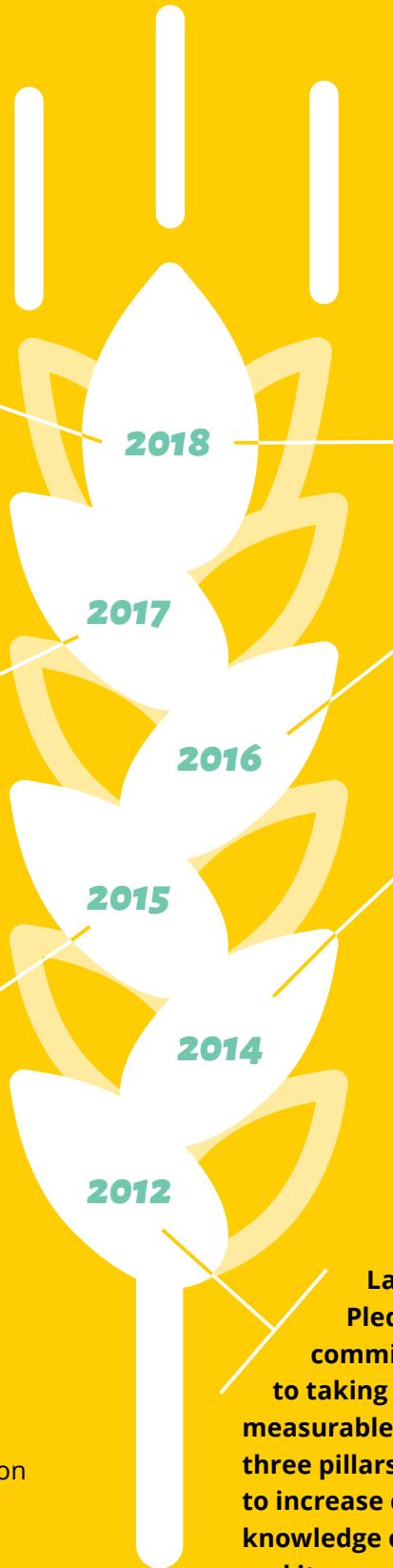
The Brewers of Europe

Over 70% of EU beers label ingredients, with an estimated 40% also providing legally presented nutrition, or specifically energy, values predominantly on the label, complemented by digital platforms

Brewers welcome European Commission report finding no objective justification for the exemption for alcoholic beverages and praising the leading role taken by brewers to voluntarily inform consumers

Publication and dissemination of guidance on Regulation (EU) 1169/2011, ingredients listing, nutrition declarations and The Brewers of Europe's commitment

The Brewers of Europe launches a commitment under the EU Alcohol and Health Forum whereby brewers will respond to consumer expectations and go beyond their legal obligations by voluntarily listing ingredients and nutrition information of beers across Europe



The Brewers of Europe leads cross-sectoral efforts towards a fair and meaningful self-regulatory solution for all alcoholic drinks to list ingredients and nutrition information

Publication and dissemination of SME toolkit to help smaller brewers calculate and present the nutritional values of their beers

Survey of over 9,000 Europeans reveals 86% expect alcoholic beverages to list ingredients and show nutrition information per 100ml (20% more than 2014)

Survey of over 5000 Europeans shows both low consumer knowledge of the calorie content and ingredients of alcoholic beverages and high consumer demand to receive this information

Launch of the European Beer Pledge, a voluntary initiative committing Europe's brewers to taking concerted and measurable action under three pillars, the first being to increase consumer knowledge of beer and its responsible consumption

#BeerWisdom

@brewersofeurope

@TheBrewersofEurope

beerwisdom.eu