



The Brewers of Europe

Ingredients and Nutrition Labelling:

**Where there's a will there's a way:
The Brewers' experience**

Pierre-Olivier Bergeron, 7 November 2018

Context to a commitment from Europe's brewers



Alcoholic beverages over 1.2% ABV fully covered by Regulation (EU) 1169/2011 but exempt from obligation to label ingredients and nutrition information. HOWEVER...

- 1169/2011 lays down clear rules and legal framework for any producer voluntarily providing this info
- Brewers were already labelling ingredients in half the EU and starting to label nutrition values
- Non-alcoholic beers already bound by the same laws as other non-alcoholic beverages
- A need to transparently meet (growing) expectations of consumers (86%) who want alcoholic beverages to provide this info just as other drinks do

Commitment implementation March 2015-18

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.



Nutritional Values per 100ml	
Energy	176 kJ 42 kcal
Fat	0 g
of which saturated	0 g
Carbohydrate	2.0 g
of which sugars	<0.5 g
Protein	0.5 g
Salt	<0.01 g
Ingredients:	water, barley malt, hops

*Ingredients list and nutrition information for a sample beer of 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. ”

Yvettis Andriukaitis

EU Commissioner for Health & Food Safety, 28 February 2018

Pierre-Olivier Bergeron
Secretary General
The Brewers of Europe

#BeerWisdom



A commitment from brewers in March 2015 to progressively roll out ingredients listing and nutrition information across Europe. By March 2018

- Over 70% of EU beer labelling ingredients
- Estimated 40% of EU beer labelling energy values
- Complemented by secondary packaging and digital platforms, notably to provide full nutrition information and add further context
- Toolkits to support SMEs that help minimise costs by explaining the regulatory context, legal requirements and methods for establishing nutrition values

Presented to EU Health Commissioner in February and March 2018

Issues we have encountered



- One third of beer consumed in the on-trade
 - A role for digital when the label less appropriate
- Support to SMEs: Over 9,000 breweries
 - Toolkit dissemination and understanding key
- Maintaining momentum
 - Whilst allowing time for implementation to reduce unnecessary burdens or costs
- Monitoring roll-out: 40,000+ brands
 - Accurate data needed on volumes represented
- Building political support for our SR approach
 - Beyond the EU Health Commissioner

9 July 2018: A further recommendation - 1234

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

#BeerWisdom

2018: 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.

2017: Survey of over 9,000 Europeans reveals 96% expect alcoholic beverages to list ingredients and show nutrition information per 100ml (20% more than 2014)

2016: 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

2015: 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

2014: @brewersofEurope

2013: @TheBrewersofEurope

beerwisdom.eu

Whilst 2 out of 3 consumers might use one or other off-label platform, 70% expect to consult the label for ingredients and energy info.

A recommendation to all breweries...

- to list ingredients...
- and energy values ...
- on the label of all pre-pack containers...
- in full conformity with the EU Regulation

By end 2018...

- 1 in 2 beers to label energy (kcal/kj) per 100ml
- 3 in 4 beers will label ingredients
- With some going further, on-label and online

Thank You



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