

# 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

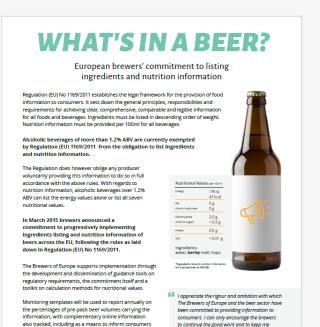


Alcoholic beverages over 1.2% ABV fully covered by Regulation (EU) 1169/2011 but exempt from obligation to label ingredients and nutrition information. HOWEVER...

- 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**



regarding beers served on-tap.

The Brewers of Europe

#BeerWisdom

informed on progress.

Vvtenis Andriukaitis

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 nutrtion 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



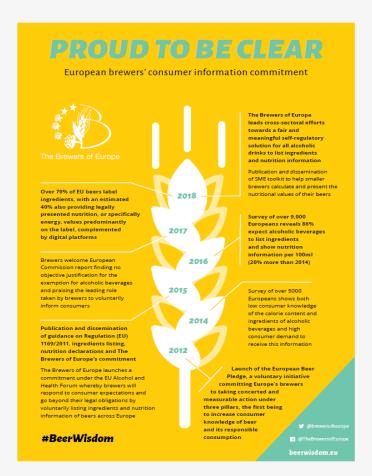
#### Issues we have encountered



- 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



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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