



Vytenis Andriukaitis

Member of the European Commission

Phil Hogan

Member of the European Commission

Mr Ulrich Adam
Director General
SpiritsEUROPE
Rue Belliard 12, bte 5
1040 Brussels
E-mail: Adam@spirits.eu

Brussels, **04. 07. 2019**
ARES(2019)

Dear Mr Adam,

Consumer information is crucial to help consumers make informed choices and make safe use of food. We are pleased to see that following the 2017 Commission report on alcohol labelling¹, our fruitful discussions produced positive results and the spirit drinks' sector made a significant effort to move towards improved consumer information.

On 4 June 2019 in Paris, at the occasion of your annual congress, spiritsEUROPE, as well as six individual companies and four national associations signed a Memorandum of Understanding² on the labelling of spirit drinks covering both companies and associations. Through the adoption of this Memorandum of Understanding, you committed to provide energy information on label and a list of ingredients off label for spirit drinks placed on the EU market, ensuring that more than 66% of products placed on the EU market will include energy information on the label by end of 2022. You agreed to provide the list of ingredients on digital support in a way that it is easily and directly accessible as a proper e-label. We strongly encourage you to make sure that the website on which you will provide this information will not collect and track consumer data, and will not be used for targeted marketing.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52017DC0058>

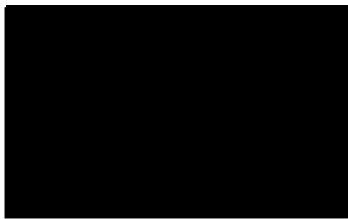
² : <https://spirits.eu/upload/files/publications/CP.MI-098-2019-MoU-Final%20Version%20on%20website%20without%20signature-%204%20June%202019.pdf>

We would also like to emphasise the importance of easily legible size of the font for the kcal per 100ml which should be at least 1.2 mm.

Furthermore, you committed to publish data as regards the implementation of your commitments through a dedicated website and to regularly analyse progress and implementation.

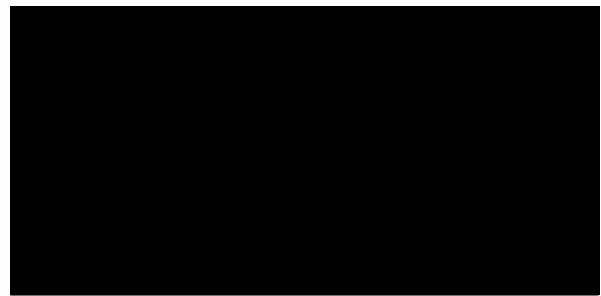
We welcome very much this initiative and encourage as many companies of the spirits sector to take part in it. The efforts of the sector to provide consumers with the information they need are greatly appreciated and we are confident that they will provide a valuable basis for evaluating the impact of the proposed approach and building further developments in the future.

Yours sincerely,



Vytenis ANDRIUKAITIS

Commissioner for Health and Food Safety



Phil HOGAN

Commissioner for Agriculture & Rural Development