



EU Code of Conduct for Responsible Food and Business Practices

The Brewers of Europe Activities Report (July 2022)

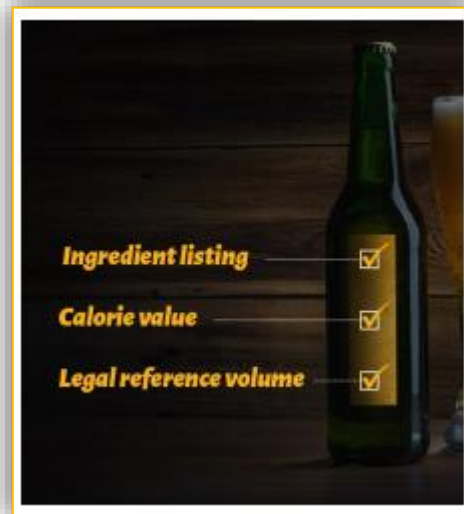
Against the aspirational objective of healthy, balanced and sustainable diets for all European consumers

Name in full + acronym	The Brewers of Europe
Contact person with contact details	Pierre-Olivier Bergeron – pob@brewersofeurope.eu
N° in the transparency register	81610896372-23
Date of signature of the Code	5 July 2021
Step of the food chain represented	Production and Trade
Who do you represent?	29 national associations, over 11,000 breweries

Since July 2021 [The Brewers of Europe](#), the voice of Europe's brewing sector, has delivered against its [Proud to Be Clear Pledge](#) by:

- Promoting and disseminating the EU Code of Conduct on Responsible Food Business and Marketing Practices:**
 - Within our constituencies via the [BrewUp](#) platform and related information tools
 - Towards stakeholders beyond the beer value chain via the [beerwisdom.eu](#) platform
- Supporting the [International Day for Universal Access to Information \(IDUAI\)](#) on 28 September 2021

3. Pursuing the delivery of our Pledge, **building on the 86% and 93% implementation of, respectively, energy and ingredients labelling**, with a view towards reporting on completion by the end of 2022



4. Supporting the mandatory application of ingredients and energy labelling for all alcoholic beverages in a future European Commission proposal by end 2022
5. Commissioning a report assessing the costs for economic operators of calculating and labelling nutrition values for all beer brands
6. Commissioning a survey of 9,000 Europeans on consumers' feedback and expectations with respect to ingredient and nutrition information, which reinforced the accuracy of our Pledge by emphasising that:
 - a. The highest knowledge of the main ingredients to be found in alcoholic beverages pertains to beer
 - b. A strong majority of consumers consider that the labels of alcoholic beverages must contain the ingredients lists and the energy in kJ/kcal per 100ml as is the case for other food and drink products