



**To the kind attention of:**

**Mr. Frans Timmermans** – Executive Vice-President

**Ms. Stella Kyriakides** – Health and food safety Commissioner

**via: email**

*Brussels, 26 July 2021*

Dear Executive Vice-President,  
Dear Commissioner,

### **Serving Europe supports the EU Code of Conduct for Responsible Food Business and Marketing Practices**

Serving Europe represents the food and beverage branded chains in Europe. Our members run more than 20,000 outlets, employ more than a million employees and serve more than 20 million customers a day.

Serving Europe is happy to inform you that our association has decided to adhere to the *European Code of Conduct for Responsible Food Business and Marketing Practices*. We recognize the need to play our part in the construction of a more sustainable future in Europe and, for many of our members, on a global level.

For this reason, our association fully supports the aspirational objectives set out in the Code. Our member companies always aim to operate in a responsible manner and most of them have very serious existing actions/programmes to reduce their environmental footprint where possible, whether it is within their supply chains or in their own operations. We will actively encourage our members to translate these actions/programmes into commitments for the purpose of this Code.

Serving Europe will also continue to participate in a permanent dialogue with other food chain/system actors and EU and international policymakers to discuss how to better progress towards our common aspirations. We commit to report on the progress of our activities in relation to the Code.

Addressing the environmental emergency is the biggest challenge of our time, and Serving Europe and its members are ready to do their part. With the European Commission's help and under its leadership, we are looking forward to striving for a more sustainable society.

Yours sincerely,

**Arnaud Dufour,**  
Secretary General

Serving Europe is:

