



EU Code of Conduct for Responsible Food and Business Practices
The Brewers of Europe Activities Report (April 2023)

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

Name in full + acronym	The Brewers of Europe
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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 together representing the interests of the 10,000+ breweries in Europe

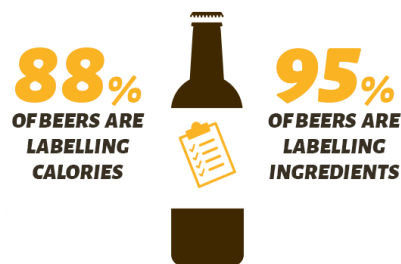
The Brewers of Europe endorses the Code's aspirational objective of "Healthy, balanced and sustainable diets for all European consumers".

Over the last year [The Brewers of Europe](#), the voice of Europe's brewing sector, has continued to deliver against its [Proud to Be Clear Pledge](#) by:

- 1. Promoting and disseminating the EU Code of Conduct on Responsible Food Business and Marketing Practice:**
 - a. Within our constituencies via the [BrewUp](#) platform and related information tools
 - b. Towards stakeholders beyond the beer value chain via the [beerwisdom.eu](#) platform

2. Pursuing the delivery of our Pledge, reaching **88%** and **95%** implementation of, respectively, energy and ingredients labelling for beer, according to Reg (EU) No 1169/2011 in the exact same manner as is applied to all other foods and drinks.

TODAY IN EUROPE



3. Reporting in the [EU Beer Pledge report](#) that by **October 2022** over **25 billion litres** of beer in the EU were labelling ingredients whilst over **23 billion litres** were labelling calories each year.

4. **Announcing Proud to be Clear Pledge country-by-country results** alongside key stakeholders such as the **European Parliament and BEUC** – the European Consumer Organisation, in a recorded [panel debate](#) organised by the European Parliament Beer Club in November 2022.

5. [Publishing and promoting](#) key results from IPSOS survey of **9,000** Europeans showing that:

- 75% of consumers agree that ingredients should be listed on labels of all alcoholic beverages**, like all food and drink products
- 69% of consumers agree energy values should be listed on labels of all alcoholic beverages per 100ml**, like other food and drink products
- Two thirds of consumers agree priority on-label should be given to ingredients and calorie values**, whilst other nutrition information should still be easily accessible.

6. **Supporting in consultations and communications the mandatory application of ingredients and energy labelling for all alcoholic beverages** in a future European Commission proposal – see also [video](#) used across social media platforms.

