



Branded Food  
and Beverage  
Service Chains  
Association

**Serving Europe**

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## **Serving Europe 2024 reporting on activities in relation to 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.

Our association takes the opportunity of this yearly report to reaffirm its *full support to the aspirational objectives set out in the Code.*

Over the past year, Serving Europe continued to make information available to members and host discussions about the Code of Conduct, its objectives and benefits during its Steering Group meetings. Last year, we organised a workshop on sustainable sourcing for our members that allowed them to present and exchange on best practices in that area. We intend to host a similar workshop this year, hopefully on a bigger scale.

Serving Europe continues to engage with other food chain/system actors and EU and international policymakers to progress towards our common aspirations.

We would once again like to remind that our association is relatively small in comparison to other actors in the food chain and runs on a reduced budget, limiting the scope of potential activities that can be developed and coordinated centrally with the support of the Secretariat, such as “sector specific tools and resources”.

Serving Europe members will support the European Commission in its efforts to address the climate emergency and strive for a more sustainable society.

Yours sincerely,

**Arnaud Dufour,**  
Secretary General

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Serving Europe is:

