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**Mr Pavlos Photiades**  
**President**  
**The Brewers of Europe**  
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Brussels, **27. 09. 2019**  
ARES(2019)

Dear Mr Photiades,

Food information to consumers is essential to enable consumers to make informed choices and make safe use of food. I welcome that the beer sector shares this opinion. Indeed, when the Commission published its report on alcohol labelling<sup>1</sup> in 2017, your organisation proposed to fully implement the provisions of the Regulation on Food Information for Consumers<sup>2</sup> like for any other food.

I am pleased that our discussions have produced concrete results and that on 5 September 2019 in Brussels, the Brewers of Europe and its members signed a Memorandum of Understanding<sup>3</sup> and committed, through a Brewers' Ambition<sup>4</sup>, to labelling ingredients and energy values on all beer bottles and cans in the EU by 2022. I very much welcome these ambitious commitments of the beer industry as they address consumers' expectations.

I am also delighted of your commitment to make the results publicly available on a dedicated website. This is very helpful as it will allow all interested parties to follow your progress and

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

<sup>2</sup> OJ L 304, 22.11.2011, p. 18–63

<sup>3</sup> <https://beerwisdom.eu/mou/>

<sup>4</sup> <https://beerwisdom.eu/brewers-ambition-2022/>

will provide the Commission with valuable information for evaluating the impact of this approach.

I sincerely hope that many companies of the beer sector as well as of other alcoholic beverage sectors will take part in this initiative. I encourage you to become the gold standard when it comes to industry commitments to labelling.

Yours sincerely,

