Alcohol labelling – will the industry come up with a satisfactory solution or will the Commission intervene?

Alcohol policy situation and future in EU

NordAN conference 2017 “Alcohol across borders”
Tallinn 29th October 2017
The **European Alcohol Policy Alliance** was formed in 1990 with 9 member organisations.

Today:

- 60 member organisations
- 24 countries
- Secretariat in Brussels

@EUROCAREBRUSSEL
Eurocare Goals

**Raise awareness** among decision makers of the harms caused by alcohol (social, health and economic burden) ensuring that these are taken into consideration in all relevant EU policy discussions.

Promote the development and implementation of **evidence-based policies** aimed at effectively preventing and reducing this burden.
Food information to consumers - legislation

**Regulation (EU) No 1169/2011** on the provision of food information to consumers:

..of ingredients or a mandatory nutrition declaration, the particulars referred to in points (b) and (l) of Article 9(1) **shall not be mandatory for beverages containing more than 1,2 % by volume of alcohol.**

*alcoholic strength by volume in the labelling of alcoholic beverages for sale to the ultimate consumer (1)*

*Member States may, pending the adoption of the Union provisions referred to in Article 16(4), maintain national measures as regards the listing of ingredients in the case of beverages containing more than 1,2 % by volume of alcohol.*
EU directives have established guidelines for compulsory labelling of a variety of potentially allergenic substances contained in foodstuffs*

- Wine has enjoyed years of derogations in 2012 Regulation 579/2012 required listing:
  - Eggs and egg based products
  - Sulphites
  - Milk and milk based products

EU Regulation 1169/2011 a missed opportunity

Why we failed in 2011?

✓ Burden for small producers
✓ Lack of evidence for health argument
✓ ‘Alcohol has nothing in it’
✓ Alcohol is different- it is not food
✓ No call from the public health experts
✓ Member States and European Parliament said NO
Eurocare position

- Alcohol labelling deserves to be more prominent in the field of European alcohol policy
- It has better legislative potential (legal basis)
- Unique opportunity for dissemination of health information at the point of sale and consumption
- It would contribute to the shift of paradigm—important first step in raising awareness, increasing knowledge and change perception of risks associated with alcohol consumption
European Commission Position

Report March 2017 on the mandatory labelling of the list of ingredients and the nutrition declaration for alcoholic beverages.

Commissioner for Health and Food Safety Vytenis Andriukaitis said: "This report supports the right of people in the European Union to be fully informed about what they drink. Moreover, it does not identify any objective grounds justifying the absence of the list of ingredients and nutrition information on alcoholic beverages".

The industry should propose within a year, a harmonised approach aiming to provide consumers with information about the ingredients present in alcoholic beverages and the nutritional value of alcoholic beverages.

This proposal will be assessed by the Commission.
Dr. Tedros calls for alcohol labelling at the opening ceremony of WHO Global Conference on Noncommunicable Diseases in Uruguay.

WHO Recommendations

- Prompt inclusion of a list of ingredients and nutritional information (i.e. energy) on containers

- Providing information on the labels of the health impact, which should among others:
  - Appear on contrasting background (i.e. red bold type on white)
  - Rotating and with sufficient vividness and strength to attract consumers
  - Use images that are informational in style and taken from other ongoing education campaigns
In March 2015, The Brewers of Europe announced a major voluntary move from brewers across Europe to list ingredients and nutrition information on their brands per 100ml, in line with the legal requirements for all non-alcoholic drinks, including non-alcoholic beer.

http://pledge.brewersofeurope.eu/consumer-information/

With regards to consumer information and labelling, they are ahead of their target and now estimate that over 70% of pre-packed beer in the EU is labelling its ingredients and around a third of pre-packed beer now labels calories.

In addition the growing use of new media, to increase consumer knowledge and address alcohol misuse, has continued, with digital activations now at the heart of many new initiatives.
Wine and Spirit industry

Only wants to provide information online, tries to establish special case for wine arguing it is not industrial product, claims consumers do not want and do not need to know, choice is not based on calories content
www.wineinmoderation.eu

Favours the responsible drinking messages and online provisions. Only Diageo is supposed to provide information on-label. They oppose 100ml.
www.responsibledrinking.eu
French pictogram – since October 2007

All alcoholic packages require pictogram or:

"Consumption of alcoholic beverages during pregnancy even in small amounts can seriously damage the child’s health"
Next Steps

- 28 September European Parliament Eurocare event; 18 October European Parliament Industry event

- 18 – 20 October discussed in Codex Alimentarius – taking labelling to the global level

- Need for all stakeholders calling for consumer information on the labels – building even greater alliances

- Continuous twitter campaign

Industry deadline March 2018 Next months are crucial for our efforts

Please contact Aleksandra.Kaczmarek@eurocare.org for more information and help us.
Labelling documents


- Eurocare Position Paper: **Alcohol Labelling** - Ingredients and nutrition information for alcoholic beverages 2017
- What's not on the bottle? Eurocare reflections on alcohol labelling 2014
- Eurocare Second Library of Health Warning Labels 2012
- Eurocare Position Paper on Health Warning Labels 2011
- Preliminary library of alcohol health information and warning labels 2009

All Eurocare documents can be found here: http://www.eurocare.org/resources/eurocare_papers_and_publications
Example of Eurocare Activities

Members of:

✓ DG Sante: EU Health Policy Forum
✓ DG Trade civil society dialogue
✓ DG AGRI: Civil dialogue on wine
✓ DG Connect: Community of best practice
✓ DG Taxud: Round table on denaturated alcohol
✓ OECD Expert working group on Health
✓ WHO regional meetings on alcohol policy
#AVMSD Social Media Presence, Coordination of Advocacy

Investigating National Level Consultations and Meeting Attachés

Contact MEPs (CULT, ENVI, IMCO)
Joint Statement: Tackling alcohol related harm requires better actions
Why the public health community is disappointed with the European Parliament resolution on EU Alcohol Strategy

Partners from Belgium, Finland, Italy, Poland, Romania, Scotland and APYN

Are you interested in becoming a collaborating partner?
Contact:
info@eurocare.org
5th Alcohol Awareness Week 20 – 24 November 2017

2017 Theme is **alcohol and cancer**

- Twitter campaign – Thunderclap
- Event in the European Parliament on the 23 November
- Breakfast meeting with health Attaches 24 November hosted by Estonia
Alcohol policy situation and future in Europe

1. No operating grant to Eurocare

2. No Joint Action on alcohol to Member States

3. However – 4 million euro the next 4 years for implementation of alcohol policy and support to Member States

4. EU4health campaign among a number of NGOs at EU level

5. Implementation, implementation, support, support.....rarely the word prevention

6. No alcohol strategy, no NCD strategy, no Chronic Disease strategy – maybe SDG strategy???
Thank you for your attention

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