

Consumer Information on Spirit Drinks

Our Labelling
Commitment Explained



FROM 0% TO 70% IN 5 YEARS:

rolling out consumer information on spirits drinks in the EU

Today, most spirits drink bottles placed on the EU market:

- provide energy information on label per 100ml and per serve; and
- increasingly also include a QR Code providing ingredient listing online.



The share of products with QR codes is rising fast & expected to reach similar levels (70%) by the end of 2025.

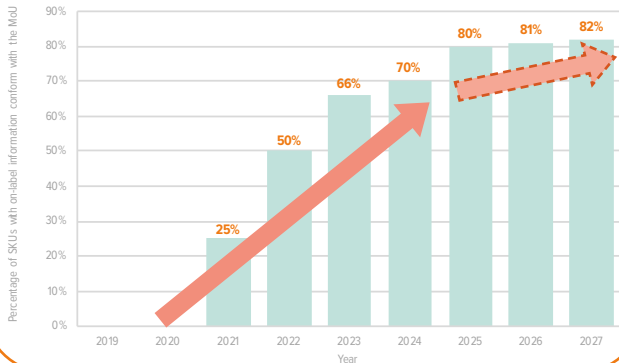
Needed:
Harmonised
EU consumer
information
rules!

- ➔ For alcoholic beverages, the EU should integrate our labelling approach into binding rules as part of the forthcoming revision of the Regulation on Food Information to Consumers (FIC) – Regulation 1169/2011.
- ➔ The following provisions should be made mandatory:
 - ◆ Energy information on-pack;
 - ◆ Ingredients listing & nutritional information online from the click of a smartphone in a marketing-free digital environment.

Success: more than 2 out of every 3 spirits bottles already energy labelled - & share is rising year-on-year!



Rising share of spirits bottles in the EU with energy information labelled on-pack



Easily accessible by scanning a QR code, e-labels offer a number of unique benefits:

- ✓ Multilingual Information,
- ✓ Sufficient Space to Provide Meaningful Information & Guidance,
- ✓ Easy Updates, Low Compliance Costs, No Label Waste.

From Idea to Action: Our Labelling Journey

2011

EU Food Information to Consumers Regulation (FIC) 1169/2011 exempts spirits drinks from mandatory provision of energy information & ingredient list.

2018

spiritsEUROPE explores how the sector could go beyond current legal obligations and empower consumer choices by providing key nutrition & ingredient information.

2019

EU COM's DG AGRI and DG SANTE welcome spirits' Labelling Commitment (the so-called Memorandum of Understanding/MoU).

Spirits left without clear legal guidance on how/where to provide such consumer information.



Scan to access
our self-regulatory
commitment web page

Questions &
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