

PRESS RELEASE



Europe's Spirits Producers Successfully Achieve Energy On-Pack Target, Marking Milestone in Multiannual Labelling Commitment

The sector also reports sustained progress in rolling out digital consumer information solutions

Brussels, 28 June 2023 – Europe's spirits producers have achieved a significant milestone by successfully delivering on their commitment to provide energy information on labels for a constantly growing share of spirits sold in the EU. According to a Progress Report released today by spiritsEUROPE, the trade association for the sector, around 66% of total volumes of spirits put on the EU market are now released in SKUs/bottles featuring energy-information on-pack. This share is expected to grow further over time. The sector has also made rapid progress in developing and rolling digital consumer information solutions.

These accomplishments are part of a multiannual voluntary agreement, known as the Memorandum of Understanding (MoU) on Consumer Information, which was facilitated by the European Commission in 2019. The MoU offers clear guidance to producers on how to make nutrition information and ingredient listings available to consumers for spirit drinks (which are not mandatory under current EU regulation).

“Despite the difficult market environment and tremendous challenges over the last years, we are proud to report that the sector has delivered on its labelling commitments outlined in the MoU”, said Manu Giró, President of spiritsEUROPE and CEO of MG Destilerías in Spain – a craft distillery founded in 1835.

Alongside this achievement, pioneering progress has been made in providing digital consumer information on ingredients and nutritional information. Working in close cooperation with the wine sector, spirits producers have managed to create bespoke e-label solutions that enable consumers across Europe to access product-specific information easily in their own language through QR code technology. As a result, the number of QR codes printed on back labels is substantially increasing.

“We strongly believe in the benefits of e-labels from reducing packaging waste, providing detailed and tailored information to consumers, lowering production costs, and fostering innovation. Our U-label Platform – developed together with our colleagues from the wine sector – has proven to be an easy-to-use solution, allowing consistent and best practice information sharing with our customers across the EU”, said Ulrich Adam, Director General of spiritsEUROPE.

“We expect rapid progress in this area, and we urge the European Commission to take a coordinated approach to digital labeling throughout the EU and include clear rules on digital labeling in the upcoming revision of the Regulation on Food Information to Consumers”, Adam added.

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Note to editors

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- **spiritsEUROPE** is the representative body for the spirits industry at European level comprising 31 associations and 10 international companies: www.spirits.eu.
- Click [here](#) for **the 3rd year implementation report** of the Memorandum of Understanding.
- Click [here](#) for the text of the MoU including the list of signatories
- Technical support for e-labels:
 - ✓ [U-Label](#) platform. Number of active e-labels for spirits on u-label platform increased by 100% in 7 months (737 in September 2022 to 1417 in May 2023)
 - ✓ GS1 digital link solution for wine and spirits: click [here](#)-
 - ✓ Example of Spain: [video](#)