

EU Excise Structures Directive

Unequal opportunities for EU craft distillers

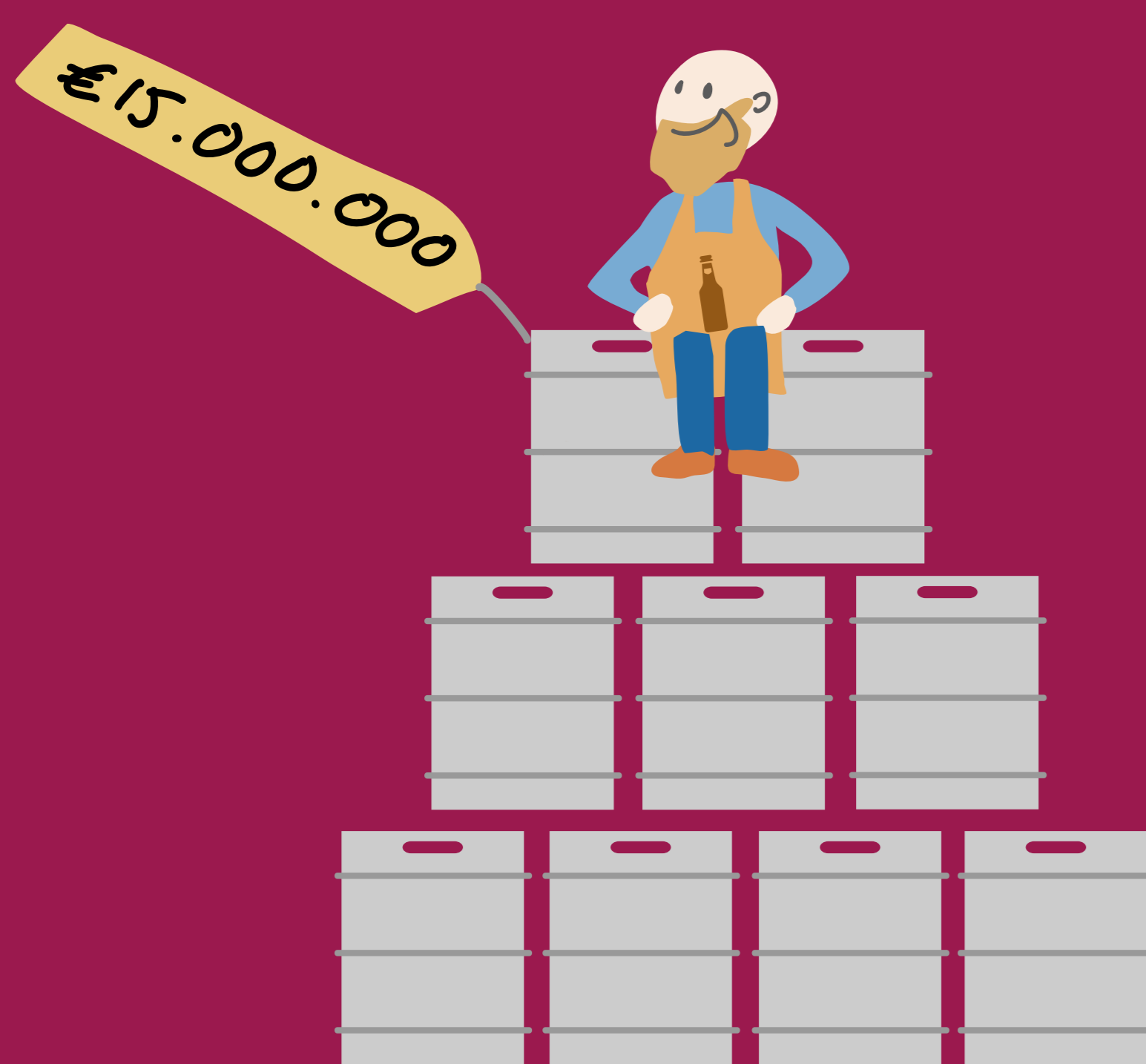
Claus can run a successful craft brewery...

Clara's craft distillery struggles to keep up...



1,000,000 litres
The amount of pure alcohol Claus can produce before full excise rates apply

1,000 litres
The amount of pure alcohol Clara can produce before full excise rates apply



€15,000,000
The revenue Claus can generate each year before full excise rates apply

€30,000
The revenue Clara can generate each year before full excise rates apply



50% tax breaks
For Claus' low alcohol beers (2.8% ABV)

0% tax breaks
For Clara's low alcohol spirit-based drinks



Let's update the 1992 EU Excise Structures Directive!

- ✓ To give all craft producers equal opportunities to succeed and innovate
- ✓ To make artisanal beers and spirits competitive
- ✓ To give consumers the power of choice



All drinks are equal. Why treat them differently?