



## European craft distillers call for fair regulation and adequate support for SMEs

**Brussels, 8 February 2023** – European craft distillers are calling on the EU and national Governments to support their efforts to grow and become more resilient. spiritsEUROPE has been speaking with craft distillers across Europe about inflation, their adoption of digital labels and their efforts to comply with EU regulations as part of a new campaign called #SpiritsVoices.

Craft spirits are growing in popularity as European consumers – who are often drinking less, but seeking out more premium products – become more interested in the provenance and production of the drinks they consume. In recent years, small and medium enterprises (SMEs) across Europe have produced excellent products that meet consumers' needs while becoming engines for job creation and growth in rural areas.

In addition to having to manage the setbacks caused by the Covid-19 pandemic, craft distillers are operating in the face of numerous challenges such as trade disruptions, supply-chain issues and inflationary pressures. Through the #SpiritsVoices campaign, spiritsEUROPE aims to bridge the gap between craft distillers and policy-making to highlight the difference that fair regulation and adequate support from both the EU and national governments could make.

To this end, spiritsEUROPE met with three distillers from Ireland, France, and Germany: **Michael Clancy** of Lough Ree Distillery, **Christophe Dupic** of Rozelieures, and **Dr. Thomas Lesniowski** of Sauerländer Edelbrennerei. In turn, these small business owners spoke to us about innovation and sustainability, trade, taxation, product labelling and other pressing topics.

Commenting on the launch of the #SpiritsVoices campaign, **Ulrich Adam**, Director General of spiritsEUROPE, said:

*“Craft distillers are true innovators who play an important role in their local communities. Thanks to their high-quality products, they generate jobs and revenue. Unfortunately, they are now having to deal with major inflation- and supply-chain-related challenges while operating under complex regulatory environments often marked by red tape and high taxes. SMEs are the backbone of the European economy. To unleash their full potential, we must find ways to alleviate current pressures and devise adequate policies to support them.”*

## NOTES TO EDITORS

**For further information, please contact:**

**Ulrich Adam**

Director General

Tel: + 32 (2) 477636751

adam@spirits.eu

- spiritsEUROPE proudly represents the EU spirits sector, one of Europe’s most valuable agri-food export sectors and, with it, the interests of 31 associations of spirits producers as well as 11 leading multinational companies. More information can be found on our [website](#).
- You can follow the #SpiritsVoices campaign on Twitter [here](#).
- Interviews will be published on our YouTube channel [here](#).
- Visit [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu) to find out more about the concrete sustainability and environment initiatives driven by our craft distiller members.