

# PRESS RELEASE



## The Spirits Sector in Action: Responsible Communications to Promote Responsible Drinking

### *2023 RDI Report published*

**Brussels, 3 May 2023** – Today, spiritsEUROPE, the European association representing distillers and producers of spirit drinks, published its [Annual Report](#) entitled *The Spirits Sector in Action – Promoting Responsible Drinking in Europe*.

The Report contains a summary of the work delivered by the sector in 2022 to promote responsible drinking and help reduce alcohol-related harm, which has been declining across Europe over the past years. Last year, 90 initiatives spanning across six different thematic focus areas were carried out in 23 European countries, reaching an audience of up to 194 million people.

*“The Report is testimony to our long-standing commitment to responsibility-enhancing actions across Europe. All of the campaigns and initiatives are designed to provide fact-based, meaningful and actionable advice to consumers to help them make informed choices and adopt balanced lifestyles, which may – or may not – include the moderate consumption of alcoholic beverages”,* said Manu Giró, President of spiritsEUROPE.

*“We firmly believe in an approach rooted in responsible communications to promote responsible drinking. Such an approach includes providing consumers with fact-based, understandable, and actionable guidance about low-risk levels and patterns of drinking, as can be seen from the different RDIs described in the Report,”* added Ulrich Adam, Director General of spiritsEUROPE.

**ENDS**



## NOTES TO EDITORS

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- spiritsEUROPE ([www.spirits.eu](http://www.spirits.eu)) represents the interests of the spirits sector in 31 national associations as well as of the 11 leading multinational companies. Distilled spirits are as diverse as the EU's Member States, spanning 44 product categories and including a host of geographically specific products that contribute to the culture of their regions and the European Union. As the leading voice of the European spirits sector, we seek to maintain and advance the freedom to produce and market spirits in a responsible way.
- Click [here](#) for the RDI Annual Report 2023
- "[Stay safe, stay moderate](#)" [video clip](#) explaining why it is better to promote moderation rather than total abstinence in case of healthy adults willing to enjoy a drink or two.
- [Responsible Drinking Quiz](#) - #RDQ