

# PRESS RELEASE



## **#UnitedinModeration: the Power of Partnerships**

### ***2024 Impact Report shows broad scope & reach of responsible drinking initiatives in Europe***

**Brussels, 20 June 2024** – Today, spiritsEUROPE – the European association representing distillers and producers of spirit drinks – launched its Annual Impact Report which summarizes the scope and reach of its Responsible Drinking Initiatives (RDIs) across Europe. Entitled ‘*#UnitedinModeration: the Power of Partnerships*’, the report highlights some of the most promising and successful partnership approaches supported by spirits producers in Europe, impacting millions of people each and every year.

*“The spirits sector is dedicated to fostering a responsible drinking culture and promoting moderation in the enjoyment of alcoholic beverages. I am proud of the significant strides our sector has made in recent years to enhance consumer awareness, education, and attitudes towards responsible alcohol consumption,”* said Ian McLernon, President of spiritsEUROPE.

*“Over the past decade, Europe has seen encouraging declines in key indicators of excessive and harmful drinking. These positive trends highlight the critical need to continue the collective efforts in promoting responsible drinking habits and supporting the freedom of adults to make informed decisions about their alcohol consumption”*, he added.

The sector advocates for the approach taken by many EU Member States to develop national low-risk drinking guidelines which encourage moderation and provide practical guidance and which are typically disseminated with the help of dedicated information and education campaigns.

*“Looking ahead, the spirits sector remains fully committed to promoting partnership approaches and leveraging innovative technologies and scientific evidence to develop cutting-edge prevention campaigns that make a tangible difference on the ground. By working together, we can empower individuals to make informed, responsible choices and foster a culture of moderation in Europe,”* said 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 international 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.
- [Annual Impact Report 2024 : #UnitedInModeration : The Power of Partnerships](#)
- ["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