

PRESS RELEASE



MODERATE DRINKING: WHAT DO YOU KNOW?

spiritsEUROPE LAUNCHES NEW ONLINE QUIZ SO YOU CAN FIND OUT!

#RDQ

Brussels, 10 May 2022 – Today, spiritsEUROPE launched a new educational online quiz for adults in 12 European countries and 13 languages to raise awareness about responsible drinking. The quiz is part of the spirit sector’s commitment made under the European Commission’s Code of Conduct on Responsible Food Business and Marketing to roll out responsible drinking initiatives in all EU Member States by 2030.

“The quiz is the latest addition in our broad range of Responsible Drinking Initiatives which are designed to raise awareness about the dos and don’ts of moderate consumption and help shape a social environment supportive of balanced lifestyles”, said Ulrich Adam, Director General of spiritsEUROPE.

The quiz provides information, guidance and answers to key questions such as: How to differentiate between moderate and excessive consumption? When to enjoy a drink and when to refrain? What differences exist between alcoholic beverages?

Raising awareness and increasing knowledge is an important element in the quest to promote responsible drinking behaviour. Brands, companies and producer organisations have been rolling out such initiatives across Europe for many years. Launched in 12 different countries and 13 languages, some of the questions and answers are adapted to local contexts.

The new initiative is part of spiritsEUROPE’s commitment under the EU Code of Conduct on Responsible Food Business and Marketing Practices, which was launched by the European Commission in June 2021. spiritsEUROPE pledged to coordinate and implement responsible drinking initiatives in all EU Member States in all official EU languages by 2030.

“It is extremely encouraging to see that, in recent years, positive changes in favour of responsible drinking have started happening across Europe. Heavy episodic drinking, drink-driving, or underage drinking have all broadly declined. This suggests that targeted harm reduction efforts do work. This is both an inspiration and motivation for us to pursue and reinforce our European and local initiatives as is the case with the Responsible Drinking Quiz”, concluded Ulrich Adam.






ENDS



NOTES TO EDITORS

For further information, please contact: **Ulrich Adam**, Director General - Tel: + 32 (2) 477636751 - adam@spirits.eu



- spiritsEUROPE (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.
- Prevention activities Across Europe - [Annual Report 2021](#): Best Practices to Promote Responsible Drinking - Highlights of Relevant Projects & Activities by Europe's Spirits Sector in 2021
- List of the quizzes at national level:

Country	Language (s) of the Quiz	Trade Association in charge
ES	Spanish https://web.edapp.com/lessons/6262dc4aff45baa414f1b22e/	Espirituosos España 
BG	Bulgarian https://web.edapp.com/lessons/627144ba8c333856cb776dbb/	Spirits Bulgaria 
BE	French https://web.edapp.com/lessons/627141616a55dc304cd15366/	Vinum & Spiritus 
BE	Dutch https://web.edapp.com/lessons/627140f2834cc9b2014cc8ef/	Vinum & Spiritus 
BE	English https://web.edapp.com/lessons/624ca5d7fb66888d3866783e/	spiritsEUROPE 



DE	German https://web.edapp.com/lessons/6262c57de6449d58e55e939e/	Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V 
SL	Slovenian https://web.edapp.com/lessons/6262d354d514211ba185dab4/	Spirits Trade Association Slovenia 
SK	Slovakian https://web.edapp.com/lessons/6269325349225ecbc1a5fb58/	Forum PSR 
LV	Latvian https://web.edapp.com/lessons/6262d4d60e23d1f30db60bf5/	Latvian Alcohol Industry Association 
HR	Croatian https://web.edapp.com/lessons/626939257e7d2a49c1e4dc8e/	Coordination of spirits producers, importers and distributors 
PT	Portuguese https://web.edapp.com/lessons/6262de04ff45baa414f1cf6d/	Associação Nacional de Empresas de Bebidas Espirituosas 
NL	Dutch https://web.edapp.com/lessons/6262ddd84c78c77c77378605/	SpiritsNL 



GR	Greek https://web.edapp.com/lessons/6262d7c4193cf4edcfae385e/	SEAOP (Greek Federation of Spirits Producers) & ENEAP (Hellenic Association of Drinks Distributors)   ΣΕΛΑΟΠ ΕΥΝΑΕΣΜΟΣ ΕΛΛΗΝΩΝ ΠΑΡΑΓΟΓΩΝ ΑΠΟΣΤΑΣΜΑΤΩΝ ΑΛΚΟΟΛΟΥΧΩΝ ΠΟΤΩΝ
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