



## **spiritsEUROPE welcomes the publication of the European Commission's proposal for a Packaging and Packaging Waste Regulation (PPWR)**

**Brussels, 30 November 2022 – spiritsEUROPE welcomes the change of legal instrument from a Directive to Regulation to safeguard the Internal Market; supports the use of digital means to provide consumer information as well as the decision to avoid re-use targets for spirit. Concerns remain on the performance criteria for packaging.**

The spirits sector is consistently working to reduce its already limited environmental impact, using state-of-the-art research and innovation to cut down on packaging volume and weight, increase recycled content and eliminate waste.

Commenting on the PPWR proposal, Ulrich Adam, Director General of spiritsEUROPE said:

*“We welcome the choice of the Commission to opt for a **Regulation** rather than a Directive. It is of vital importance to us, our suppliers and the many other sectors we work with that there is consistency and a level-playing field in the application of these proposals across the EU, in particular since we have recently seen the threat of a fragmentation of the Single Market by the implementation of some country-specific measures on packaging”.*

spiritsEUROPE also welcomes and encourage the proposed use of **QR codes** and other digital innovations as an effective and user-friendly means of providing information to the consumer on recycled content, reuse information, etc. via digital means. The spirits sector, working together with wine, already has its U-Label digital platform which offers a means, via QR codes, of providing this information to the consumer.

The spirits producers welcome the recognition that mandatory **re-use targets** for spirits are not the most suitable way forward. The sector already implements and tests new waste management models, including packaging reuse models, to deliver the best environmental outcomes. With many of the sector's companies producing to export, with long supply chains and GI regulations and rules governing bottling in third countries, there is no “one size fits all” model from a carbon footprint /consumer safety perspective for spirits. Freedom to innovate must be given to industry to continue to invest in breakthrough packaging innovation and R&D.

Commenting on the Commission's plans to remove "marketing" and "consumer acceptance" from the **performance criteria** for packaging, Ulrich Adam said:

*"We are concerned by this decision which could drastically reduce brand differentiation and product presentation which is key for our sector, a sector that does not produce 'fast consumed' products. As we strive to make our packaging more sustainable, the diversity of different and unique packaging designs should not be undermined by the new rules. "*

spiritsEUROPE looks forward to engaging with the European Commission, the European Parliament, Member States and relevant stakeholders as the debate on this proposal moves on to its next stage.

## 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](#).
- Click [here](#) to access the 2022 sustainability brochure.
- U-label platform: [www.u-label.com](http://www.u-label.com)