



## **spiritsEUROPE welcomes European Parliament’s ambitious and balanced position on the Packaging and Packaging Waste Regulation (PPWR)**

**Brussels, 23 November 2023 – The plenary vote on the new PPWR re-confirms the rationale for exempting spirits from mandatory re-use obligations. In addition, the European Parliament recognizes that packaging design is an important vehicle and inherent part of product and brand identity.**

*“We applaud the decision of the Parliament to revert to the proposal of the European Commission which made it clear why exempting spirits from mandatory re-use targets is the most sensible and sustainable approach forward. Re-use and recycling solutions go hand in hand and complement each other in practice. However, given the structural and product-related specificities of our sector, flexibility is needed to ensure future development and consistent progress – a fact that is now reflected in the EP’s position”,* said Sarah Melina Siebel, Director Internal Market and Sustainability at spiritsEUROPE.

*“The European beverages sector, including alcoholic beverages, is marked by a huge diversity. To boost sustainability ambitions in meaningful and feasible ways in practice, rules on packaging need to reflect this. The European Parliament set an important precedent yesterday by acknowledging this diversity and allow for the development of tailored approaches”,* said Ulrich Adam, Director General of spiritsEUROPE.

In addition, the sector welcomes the decision to safeguard Intellectual Property Rights for iconic spirits drinks and their bottles and exclude spirits from mandatory minimization requirements criteria which could have jeopardized existing Intellectual Property rights on packaging.

*“With such a decision, the diversity of creative designs and iconic shapes of spirits bottles will be maintained. It will now be important for Members States in Council to adequately recognize and acknowledge these key points, too. Yesterday’s decision is an important milestone on the way to a successful completion of the file before the end of the current mandate”,* Adam added.

**ENDS**



## Note to editors

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- spiritsEUROPE is the representative body for the spirits industry at European level comprising 31 associations and 11 international companies: [www.spirits.eu](http://www.spirits.eu).
- The Brussels Times - [Re-use or recycle? Understanding nuance in the glass bottle debate](#)
- The Brussels Times - [United in diversity or monotony by standardization? New EU packaging rules for spirits bottles need to reflect & protect product-specific needs](#)
- [Sustainable from #Farm2Glass](#) – The spirit sector at the heart of a sustainable food system
- Spirits closing the loop: <https://youtu.be/lubuk6ZPeAs?si=w5sfzCY1ArF7cvA3>