



UNITED IN MODERATION: EMPOWERING YOUNG ADULTS TO PROMOTE RESPONSIBLE DRINKING

Brussels, 20 November 2025 - spiritsEUROPE's first ever *United in Moderation* awards were presented in Brussels yesterday, at the organisation's Annual Summit. The Awards recognise and celebrate the commitment of university students from across Europe to the promotion of responsible drinking through their own peer-to-peer creative and impactful awareness-building campaigns.

This flagship initiative embodies the sector's conviction that education, empowerment and dialogue are the most effective way to promote responsible consumption and reduce harmful drinking. The Award recognises the talent and engagement of young Europeans who have shown that peer-to-peer communication can change attitudes and foster moderation far more effectively than blunt, top-down, regulatory interventions.

"The United in Moderation initiative shows that when young adults take the lead, prevention becomes credible, relatable and long-lasting," said Mark Titterington, Director General of spiritsEUROPE. "We are proud to support these students in their efforts to inspire responsible choices amongst their peers. Although the vast majority of people do drink responsibly, we have an unwavering commitment to reducing harmful consumption. These awards reflect that commitment along with our willingness to work in different ways with all key stakeholders to achieve our common objective".

At the Summit, many participants, including with MEP Zala Tomašič and MEP Barry Cowen, expressed a clear call for a more holistic and inclusive approach to prevention, which moves away from restrictive policy measures such as advertising bans or tax increases to instead focus on targeted interventions to reduce risky drinking behaviour.

It was widely recognised that education, awareness and community-level engagement were seen as more effective than prohibition in achieving lasting behavioural change. It was also underlined the importance of protecting Europe's cultural and social traditions of moderate consumption of beer, wine and spirits, which sustain jobs and growth across the continent. There was an emphasis on the importance of in building risk literacy and informed choice rather than fear or stigma. Finally, youth participation should be encouraged to help shape prevention priorities and ensure interventions resonate with their realities.

Through initiatives like *United in Moderation*, the European spirits sector reaffirms its readiness to work hand-in-hand with public authorities, academia and civil society to promote moderation, prevent misuse, and contribute to Europe's wider public-health and well-being goals.

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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.
- Boosting Synergies Across Europe – Annual Impact Report 2025
- Overview of responsible drinking campaigns reaching millions of people across 25 EU countries: www.drinksinitiatives.eu