

CONSUMER INFORMATION: COMMITMENT FROM THE SPIRITS SECTOR

We will ensure nutrition information and ingredients listing are made available to consumers off-label and/or on-label by 2022 (sooner than if mandated by law).

The first progress report on the use of both options will be provided in October 2019.

OUR VIEW

It is not just about on or off label.
It is about giving meaningful information so consumers can make informed choices.

OUR CALL TO THE COMMISSION

- Allow energy on spirits labels to be more prominent per serving size than per 100ml.
- Require all alcoholic beverages not habitually consumed in 100ml to also provide energy / nutrition per serving.

There are official 'low risk drinking' guidelines in several EU Member States. While they vary, 100ml of spirits would always exceed, by sometimes threefold, the maximum recommended daily intake.

ONLINE INFORMATION

When using online platforms, we will go beyond the requirements of Regulation 1169/2011: full nutrition information for all spirits; list of ingredients, legal definition of every spirits category, and details of the raw materials & production process.

DISTILLATION

The distillation process transforms the raw materials to such an extent that they are no longer found in the final product: a vodka made from potatoes does not contain potatoes; a rum made from molasses does not contain molasses.

ABOUT LABELS

For spirits producers who wish to put nutrition information on label, the requirement to do so per 100ml (even if the serving size can also be given) can act as a major barrier as the information is misleading and contradicts responsible drinking messages.

ABOUT CALORIES

Spirits are the least calorific alcoholic beverage. Beer is by far the most calorific alcohol category. Declaration of energy per 100ml would be hugely misleading and contradict responsible drinking messages.

STRICT RULES ON SPIRITS

Spirits are subject to stringent rules under EU Regulation 110/2008. To protect consumers, rules on how spirits are made, and what they are made from is legally defined. The same is true for wines but not for beer.

NUTRITIONAL INFORMATION

Many categories of spirit are simply a distillate of their raw materials and do not contain fat, saturates, carbohydrate, sugar, protein or salt. The case is different for complex spirits, including liqueurs, where there is a minimum sugar requirement, and other spirits which use flavourings & additives.

BOOSTING ONLINE INFORMATION

The European Travel Retail Confederation (ETRC) was contracted to develop a pilot project making product information directly accessible, in several languages, by scanning the barcode on the packaging via a smartphone or scanner facilities in-store. Pilot results are expected during 2nd half of 2018.