



Self-regulation that delivers

Combining on-label and digital tools to inform consumers across Europe

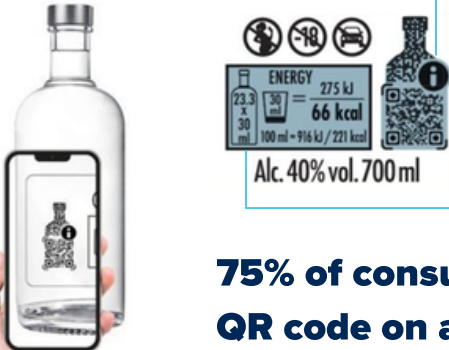


Transparent information for European consumers

MoU implementation 2025/2026

A modern approach to consumer information

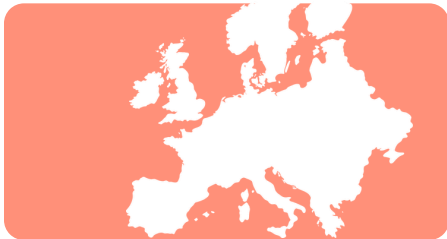
The European spirits sector has implemented a voluntary, Europe-wide system to provide consumers with clear and accessible product information. By combining on-label communication with digital tools, this approach ensures flexibility, scalability, and consistency across markets.



Additional details available via QR codes - multilingual and up to date

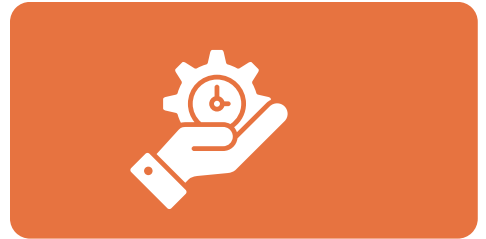
Key product information directly on the label

75% of consumers have scanned a QR code on a food or drink product.*



CONSISTENT ACROSS BORDERS

The system is implemented across multiple Member States, ensuring a harmonised approach that supports the functioning of the EU Single Market.

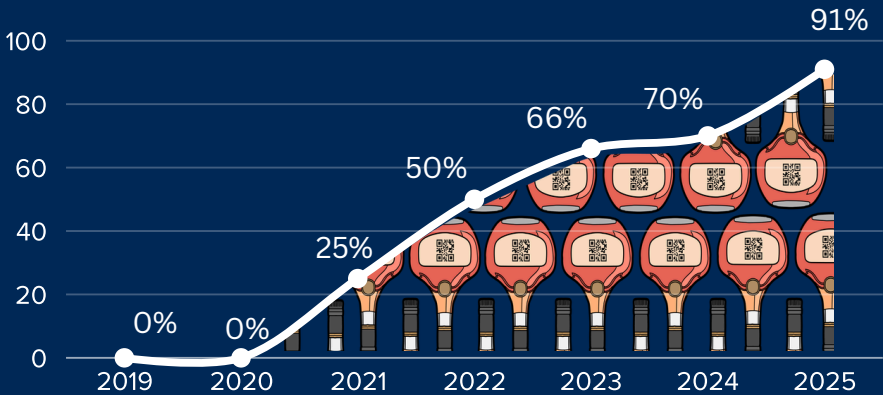


EFFICIENT & EASY TO IMPLEMENT

The voluntary framework enables companies of all sizes to participate, reducing administrative burden while maintaining high standards of transparency.

* spiritsEUROPE, Appinio 2022 survey of 5,000 consumers across CZ, FR, DE, IT, ES.

Over 90% of spirits sold in Europe by the major corporate members of spiritsEUROPE now provide energy information on labels*



*Percentage of spirits placed on the European markets (EU-27 + Norway, UK, Switzerland) by Bacardi, Brown-Forman, Diageo, Edrington Group, Mast-Jägermeister, Moët Hennessy, Pernod Ricard, Rémy Cointreau, Suntory Global Spirits (representing almost half of European market share)

Europe-wide impact and coordination

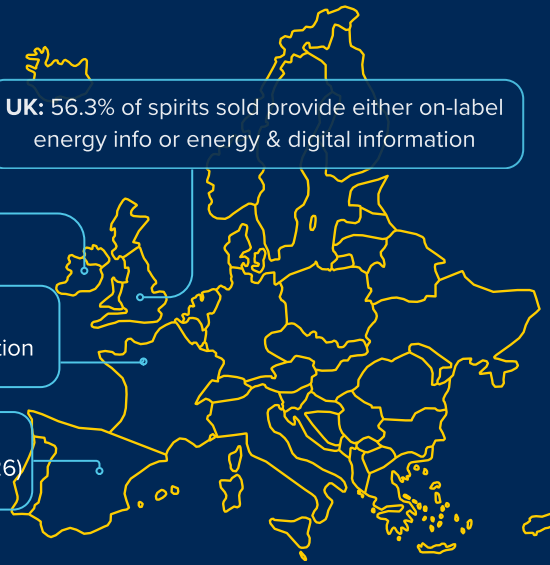
Participation is growing, with coverage across major European markets.

Ireland: 76.6% of spirits sold provide either on-label energy info or energy & digital information

France: 74.5% of spirits sold provide either on-label energy info or energy & digital information

Spain: Beyond energy on label, QR-code presence increased from 14% to 60% (2023-2026)




UK: 56.3% of spirits sold provide either on-label energy info or energy & digital information





A model that delivers for Europe

This approach provides a practical, future-ready solution that benefits consumers, businesses and policymakers alike.




The model

-  On-label + digital information
-  Multilingual across Europe
-  Accessible anytime via QR-code




Cost-efficient and scalable

- € Cost-efficient and scalable
-  Reduces administrative burden
-  Enables informed consumer choice

Supports EU policy objectives

-  Reinforces the single market
-  Avoids fragmentation
-  Aligns with EU digital labelling

Forward-looking and practical

-  Expanding participation
-  Strengthening verification
-  Enhancing consistency



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