

Interim progress Report

**ON THE IMPLEMENTATION
OF THE SELF-REGULATORY
COMMITMENT OF
SPIRITSEUROPE
ON THE PROVISION OF
NUTRITION INFORMATION
AND INGREDIENTS LISTING**



BACKGROUND INFORMATION

In March 2018, the European alcoholic beverages sectors submitted a joint self-regulatory commitment on the provision of nutrition information and ingredients listing for consumers to the European Commission. In the sector specific annex to the joint document, spiritsEUROPE committed to ensure that, by the end of 2022, nutrition information and ingredients listing of all spirits sold in the EU will be made available to consumers (online and/or offline) and to provide an interim report on the progress made by October 2019. The commitment of spiritsEUROPE was further enhanced and formalized in the Memorandum of Understanding on the provision of nutrition information & ingredients listing of spirit drinks sold in the EU (MoU), which was signed in the presence of EU Health Commissioner Vytenis Andriukaitis in Paris on 4 June 2019.

This document presents the first interim progress report in line with the reporting commitments made. It will be part of a series of regular updates that will be provided until the end of the implementation period of the MoU (31 December 2022). The next progress report will be issued in January 2021.

SUMMARY OF PROGRESS MADE TO DATE

Since 4 June 2019, continuous and significant progress has been made with regards to the implementation of the MoU in the following five areas:

- 1 -

WIDENING THE SIGNATORY BASE OF THE MOU

Two additional members have signed the MoU since June, thus widening its reach and impact across Europe. Moreover, additional members of spiritsEUROPE have voiced their intent to co-sign the MoU in the near future.

- 2 -

GROWING NUMBER OF SKUS WITH ENERGY INFORMATION ON-PACK AVAILABLE ON THE MARKET

Information from the membership and regular ad hoc spot-checks in retailers confirm that the gradual roll-out is unfolding at the expected pace. Also, confirmation from many members has been obtained about their plans to label further SKUs with energy on-pack information as and when updated versions of labels will be launched in the coming months.

- 3 -

BROADER AVAILABILITY OF DIGITAL INFORMATION IN LINE WITH THE MOU'S PROVISIONS

Detailed information available on www.responsible drinking.eu (energy information per 100ml and per serving size/30 ml, list of ingredients, full nutrition declaration and information on the production process of all 47 spirit drinks categories legally sold in the EU) has been updated to include **information on the raw materials used** in line with the commitment made in the MoU. In addition, various members are in the process of **translating the information** contained in this website into their national languages, thus broadening the information available.

- 4 -

COOPERATION BETWEEN GS1 IN EUROPE AND SPIRITSEUROPE

The cooperation on the provision of consumer information on-line, via a standardized e-label (e.g. a barcode or a QR-code) is on track. Several meetings took place to jointly define key attributes and the data-sharing principles.

- 5 -

HELPDESK & IMPLEMENTATION SUPPORT TO THE MEMBERSHIP

In order to support the ongoing implementation efforts by our members, spiritsEUROPE has developed an **Implementation Guideline** to the MoU in which, amongst others, detailed information is provided on the recommended unit of consumption, tolerance levels for the indication of nutrients as well as the calculation of the energy value of spirit drinks. The Implementation Guideline will be extended in the coming months to cover additional aspects of the MoU and a **Question & Answer** document. In addition, spiritsEUROPE is organizing a **road-show across Europe** to familiarize members with the commitments as set out in the MoU in detail and provide **practical advice regarding its implementation**.