

THE BREWERS OF EUROPE

PROUD TO BE CLEAR

BRUSSELS – 16 APRIL 2026



THE BREWERS OF EUROPE



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- Founded in **1958**
- **28 National Brewers' Association Members** from the EU (except Estonia and Latvia), Norway and Switzerland; UK an Associate member
- **5 global companies**
- Representing the interests of **10,000 breweries** in the EU



THE BREWERS OF EUROPE

LEGAL CONTEXT



Whilst some Member States have regulations or self regulatory rules that specifically mandate the labelling of ingredients for beer, in EU law alcoholic beverages of more than 1.2% ABV are currently exempted by FIC Regulation (EU) No 1169/2011 from the obligation to list ingredients and nutrition information.



The Regulation does however oblige any producer voluntarily providing this information to do so in full accordance with the FIC Regulation.



With regards to nutrition information, alcoholic beverages over 1.2% ABV can list the energy values alone or list all seven nutritional values.

THE BREWERS OF EUROPE ARE #PROUDTOBECLEAR

- We believe in empowering people with the facts to make informed decisions.
- In 2015, in support of the first pillar of the EU Beer Pledge, The Brewers of Europe committed to voluntarily providing ingredients and calories information.
- In 2017 the European published its report stating the *"Commission has not identified objective grounds that would justify the absence of information on ingredients and nutrition information on alcoholic beverages or a differentiated treatment for some alcoholic beverages"*.
- In 2019, we strengthened our commitment through a Memorandum of Understanding signed with the EU Health Commissioner and a Brewers' Ambition that beer bottles and cans label ingredients and energy values by end 2022, in full conformity with the EU's Food Information to Consumers legislation.



PROUD TO BE CLEAR WHAT'S IN OUR BEER



BREWERS' AMBITION 2022

The ambition of The Brewers of Europe is to seek to ensure that in 2022, ingredients and energy information should figure on the label of all pre-pack beer containers provided to consumers in the EU, in conformity with the provisions of Regulation (EU) No 1169/2011 on the provision of food information to consumers.

The baseline is the present situation: 85% of beer pre-pack containers label ingredients and 60% label energy values.

Within twelve months of the entering into force of the Memorandum of Understanding on listing ingredients and nutrition information for alcoholic beverages, The Brewers of Europe intends to reach the following new target: 90% of beer pre-pack containers should label ingredients and 70% should label energy values.

The Brewers of Europe will continue to support implementation by the brewing sector and report on the overall volumes in the beer market labelling this information and the percentage this represents of the overall pre-pack beer market. Implementation results, in the form of aggregated data, will be made available and published on the website <https://www.beerwisdom.eu>, accompanied as and where appropriate by further examples and details around implementation.

Beyond 2020, targets for the following years will be set in accordance with article 12 of the Memorandum of Understanding.

5 September 2019, Brussels



ACTIONS SPEAK LOUDER THAN WORDS

- Signing a Memorandum of Understanding and the Brewers' Ambition towards 2022, brewers were asking to be judged not just on their words but also on their actions.
- Brewers were not reinventing the wheel but committing to the rules laid down in EU law by labelling ingredients and calories just as other foods and non-alcoholic drinks do.
- The MoU signed by brewers was open to all alcoholic beverage sectors, in order to help ensure consumers receive understandable, recognisable, comparable and accurate information for all drinks.
- For beer at least, the brewers were voluntarily erasing the anomaly in EU law whereby alcoholic beverages do not have to label either their ingredients or their energy content.
- As brewers we are proud to brew responsibly and to be clear about what is in our beer.



THE BREWERS OF EUROPE ARE #PROUDTOBECLEAR

"I appreciate the rigour and ambition with which The Brewers of Europe and the beer sector have been committed to providing information to consumers. I can only encourage the brewers to continue the good work and to keep me informed on progress." - February 2018

EU Health Commissioner Vytenis Andriukaitis

"I welcome brewers' commitment to provide the full list of ingredients and the energy values per 100ml on the labels of all pre-pack beers. The EU Regulation sets the rules to follow and I'm delighted that brewers are fulfilling these high standards. This is in the interest of public health and consumers information." – May 2019



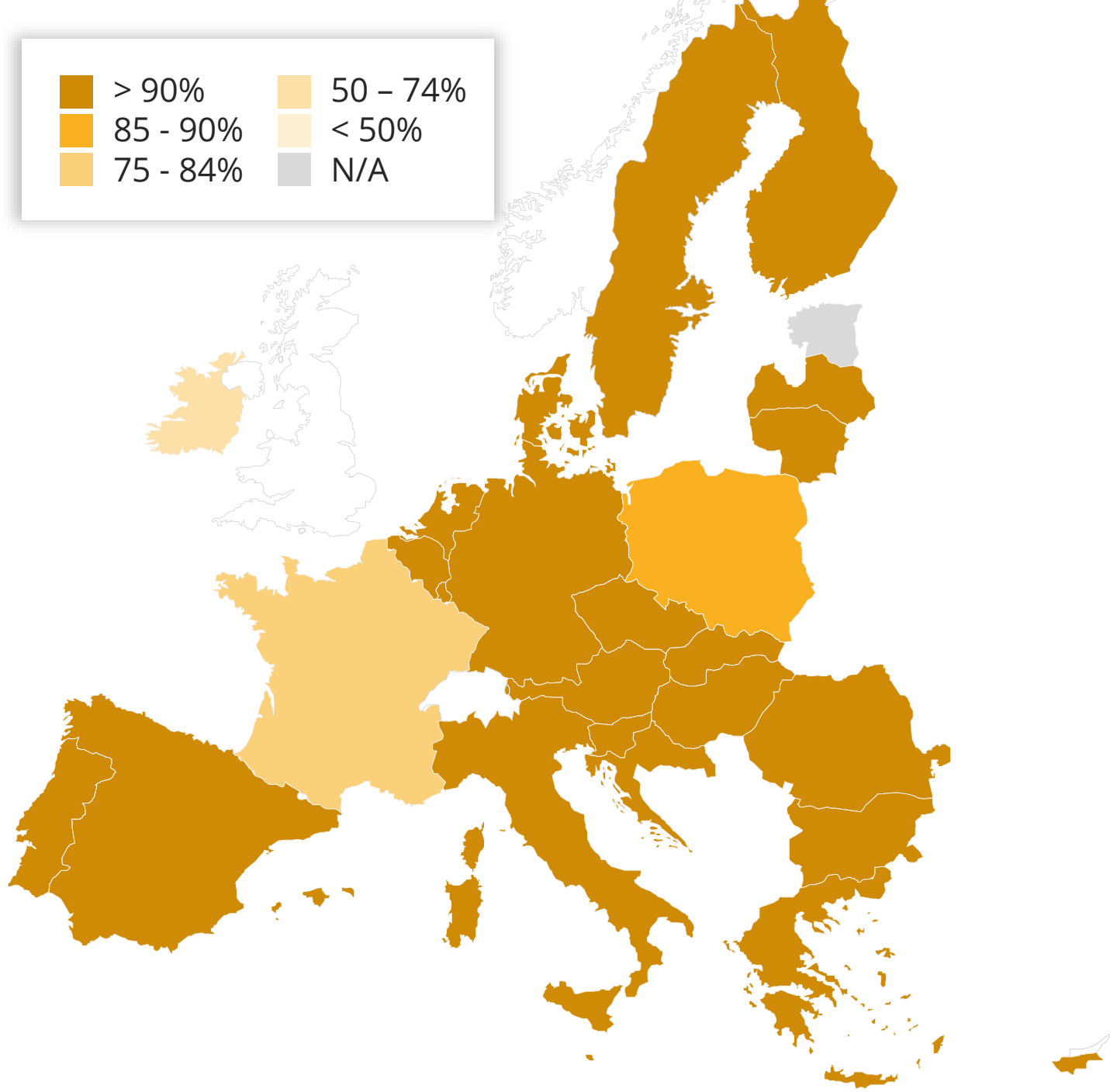
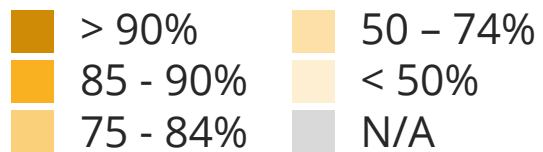
of consumers agree that ingredients should be listed on the labels of all alcoholic beverages, like all food and drink products*



of consumers agree that energy values should be listed on the labels of all alcoholic beverages per 100ml, like other food and drink products*



of consumers agree that priority on the label should be given to ingredients and calorie values, whilst the other nutrition information should still be easily accessible

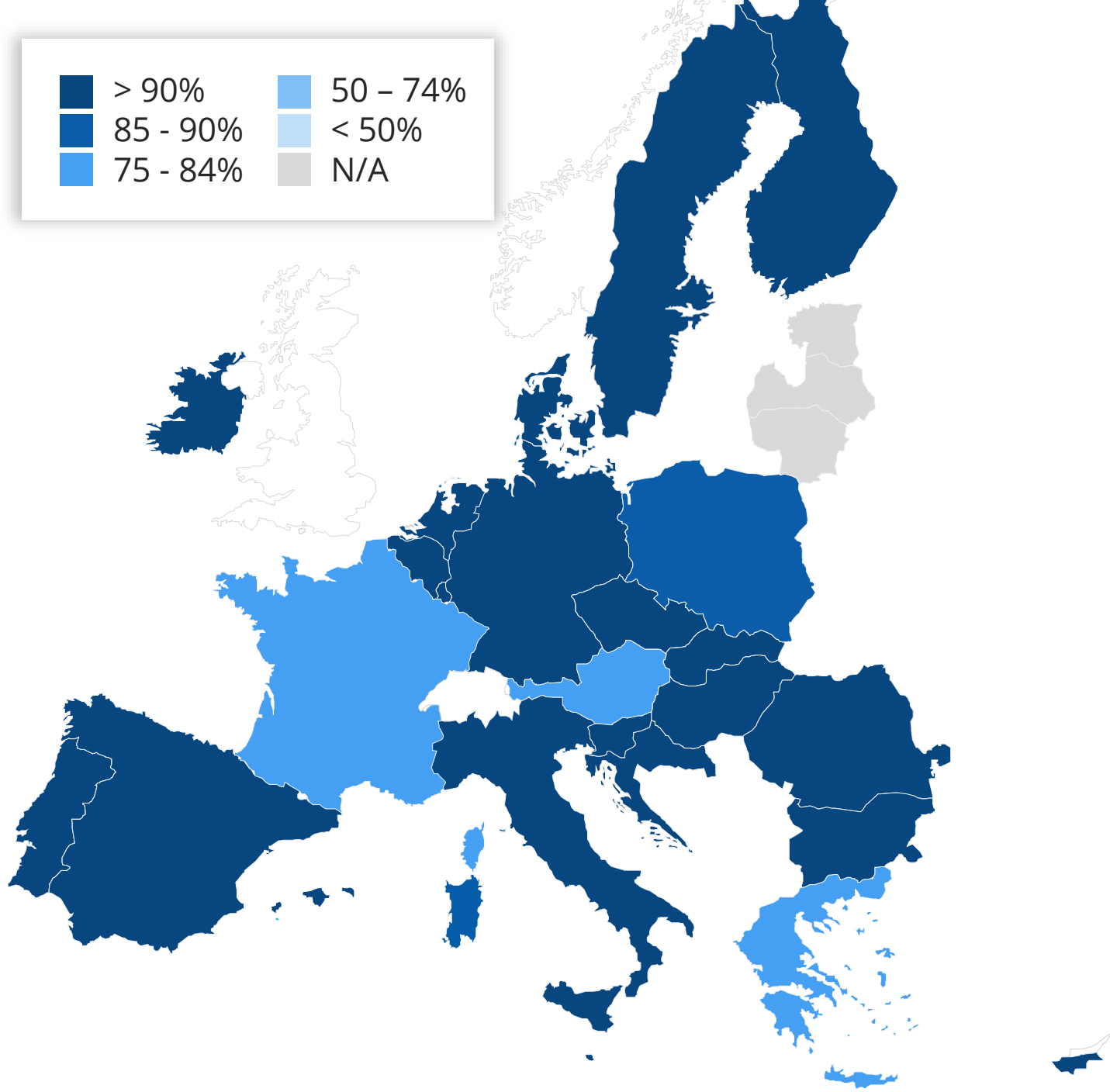
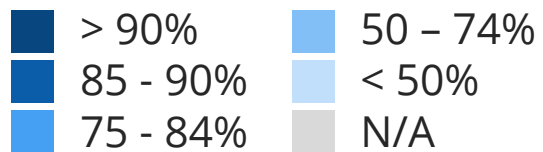


INGREDIENTS

OVER 25 BILLION LITRES OF
BEER IN THE EU LABELS
INGREDIENTS EACH YEAR

95%

BY APRIL 2026, AN ESTIMATED 95%
OF BEER VOLUMES SOLD IN CANS AND
BOTTLES WERE LABELLING
INGREDIENTS ACCORDING
TO REG (EU) NO 1169/2011



ENERGY

OVER 24 BILLION LITRES OF
BEER IN THE EU LABELS
ENERGY EACH YEAR

91%

BY APRIL 2026, AN ESTIMATED
91% OF BEER VOLUMES SOLD IN
CANS AND BOTTLES WERE LABELLING
ENERGY IN KJ/KCAL PER 100ML
ACCORDING TO REG (EU) NO 1169/2011

PROUD TO BE CLEAR WHAT'S IN OUR BEER

In 2015 The Brewers of Europe committed to voluntarily listing ingredients and calories on labels. In 2019, we strengthened that commitment through an MoU and a Brewers' Ambition that all beer bottles and cans label ingredients and energy values by end 2022.



TODAY IN
EUROPE...

95%
OF BEER IS
LABELLING
INGREDIENTS

91%
OF BEER IS
LABELLING
ENERGY

THANK YOU FOR LISTENING



The Brewers of Europe



ANNEX: REPORTING METHODOLOGY

- Signing up to the Memorandum of Understanding and the Brewers' Ambition, The Brewers of Europe and its members were also committing to reporting on implementation of both the MoU and the Ambition.
- Progress is monitored at the aggregated national and EU level in terms of the volumes of pre-packed (cans, bottles etc. but not kegs, casks, tanks etc.) beer produced and consumed, and labelling in accordance with the MoU.
- These volumes are then also processed and reported upon in terms of the percentages they represent of the overall pre-packed beer market.
- Implementation is reported upon whether or not it is delivered through regulation (imposed or requested), co regulation, self-regulation or simply convention.
- In order to avoid sensitivities around competition issues, publicly available and historic (predominantly third party) data is used to establish both the size of the pre-packed beer market and the share of the market held by individual companies or brands.
- Data sources used to map out the beer market include:-
 - Euromonitor packaging volume data sets and beer consumption data sets
 - The Brewers of Europe Beer Trends reports
 - Data supplied directly by companies and national associations
- Data sources for reporting on implementation are both national associations and individual brewing companies, either directly or through national associations
- Delivery on the commitment is nevertheless best judged through the labels of the beer products that consumers see and purchase