

DOES IT IMPACT ME?

STEP 1

DO I INDICATE THE ORIGIN OF MY BEER?

NO?

No impact!

YES?

I am potentially impacted. Let's look at step 2!

How do I know if the origin of my beer is indicated?

Please refer to the Commission Implementing Regulation, to your national food control authorities opinion or to the industry's guidance, including The Brewers of Europe's Guidance on Origin Labelling.

STEP 2

WHAT IS MY BEER'S PRIMARY INGREDIENT?

- **Any ingredient that represents more than 50% of the beer (for example: water); and/or**
- **An ingredient usually associated with the food by consumers and for which, in most cases, a quantitative indication is required (I should assess this on a case by case basis).**

Once I know what is (are) my primary ingredient(s), I have a look at step 3 to see if I'm impacted!

STEP 3

WHAT IS/ARE THE ORIGIN/S OF MY PRIMARY INGREDIENT(S)?

- **If my primary ingredient(s) has (have) the same origin as that of my beer
No impact!**
- **If my primary ingredient(s) is (are) of a different origin than that of my beer
I'm impacted! Let's check on next page what is the impact!**

My beer is impacted by Regulation (EU) 2018/775

WHAT LABEL CHANGES DOES IT LEAD TO?

POTENTIAL IMPACT ?

1. *I can either remove any reference to the origin of my beer from the label; or*
2. *I must indicate my primary ingredient(s) has (have) a different origin than that of my beer.*

WHAT INFORMATION ?

If I choose to indicate the origin of my primary ingredient(s) (option 2 from the above), I can opt for either Model 1 or Model 2:

MODEL 1 – I indicate the origin of the primary ingredient(s) using one of these levels of precision:

- “EU” / “non-EU” / “EU and non-EU » ; or
- « International region » ; or
- « Member State » / « Third Country » ; or
- « National region »

MODEL 2 – I indicate that my primary ingredient(s) has (have) a different origin than my beer using:

- Either the official statement: “ (Ingredient) does not originate from (origin of the beer)”
- Or a similar statement.

WHERE DO I PLACE THE INFORMATION?

I shall place this information in the same field of vision where I provided the origin of my beer

WHAT SIZE?

1. *If the origin of my beer is indicated by words, the font size used for indicating the origin of the primary ingredient must be of at least 75% of that used for indicating the origin of your beer (and at least 1.2mm for the small letters!);*
2. *If your beer’s origin is indicated in another way than by words, then the font size used for indicating the primary ingredient(s)’ origin should be of at least 1.2mm for the small letters.*

YOU WANT MORE INFORMATION ?

Download The Brewers of Europe’s Guidance on Origin Labelling on
www.brewup.eu

This Infographic only lays down the main steps to determine whether your beer will be impacted by the application of the Commission Implementing Regulation (EU) 2018/775. This does not represent the views of BrewUp, of The Brewers of Europe or of The Brewers of Europe’s members. They shall not be considered as legal opinions and BrewUp, The Brewers of Europe or The Brewers of Europe’s members cannot be held responsible for any misuse or misinterpretation of BrewUp’s publications. If you want more information, you can check The Brewers of Europe Guidance on Origin Labelling on www.brewup.eu