



PROUD TO BE CLEAR

Ingredients and Nutrition Labelling of Beer



PROUD TO BE CLEAR
Ingredients and Nutrition
Labelling of Beer



The Brewers of Europe

Table of contents

Table of contents

01	Foreword.....	3
02	Executive summary.....	5
03	Legal context.....	7
04	Brewers' Ambition 2022.....	9
05	Implementation 2015-2019.....	15
06	Case studies.....	19
	Finland.....	20
	Germany.....	21
	Greece.....	22
	Spain.....	23
	The Netherlands.....	24
	AB InBev.....	25
	Asahi Breweries Europe Group.....	26
	Carlsberg.....	27
	Heineken.....	28
07	Reporting methodology.....	29

“ 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 ”

EU Health Commissioner Vytenis Andriukaitis
May 2019

01

Foreword

Foreword

01



I am proud of the latest step that Europe's brewers are taking to meet consumer expectations for full transparency on the ingredients and calorie content of alcoholic beverages.

Signing a Memorandum of Understanding and the

Brewers' Ambition towards 2022, brewers are asking to be judged not just on their words but also on their actions. Brewers are 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.

This is the latest significant move in a process that The Brewers of Europe started four years ago when brewers committed to rolling out ingredients and nutrition information for beers across the EU. For beer at least, the brewers are 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.



I am delighted that EU Health Commissioner Andriukaitis is attending the ceremony to witness the signing of the MoU and the Brewers' Ambition 2022. It shows the

legacy that the outgoing Commission will leave, laying the groundwork for future collaboration by supporting the brewers in providing information that can improve consumer choice and empower responsible decisions.

It is also significant that, having moved forward on this, brewers have been applauded by consumer and civil society groups. I congratulate and commend the brewing companies and associations signing up to the MoU – we have worked hard with all parties to be where we are today.



2016 GfK survey of over 9000 European adults in 9 EU countries

The MoU signed by brewers is open to companies and associations from all alcoholic beverage sectors, provided that the signatory fully endorses the MoU and its commitment to the on-pack labelling of both ingredients and energy values. Brewers are leading by example, and as a sector we have shown what is possible when aiming to meet consumers' expectations of what should be on the outside of products.

I look forward to reporting regularly on the continued roll-out of the brewers' commitment towards reaching full coverage in 2022.

Pierre-Olivier Bergeron, Secretary General
The Brewers of Europe

02

Executive Summary

Executive Summary

02

The Brewers of Europe, promoting the interests of over 9,500 breweries, is now into the fifth year of its push towards even greater transparency and better information for consumers with regard to ingredients and nutrition information.

Brewers have been voluntarily rolling out ingredients listing and energy information since 2015. In July 2018 that commitment was bolstered with a specific, focused recommendation to all breweries to list ingredients and calories per 100ml on the labels of pre-packaged beer containers such as bottles and cans.

“ 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. ”

*EU Health Commissioner Vytenis Andriukaitis
February 2018*

This report demonstrates the progress that member countries and companies are making, showing the implementation rates across Europe, as well as demonstrating some examples of how this has been done.

Brewers are providing product facts by voluntarily implementing the labelling rules already laid down in the EU's general regulation on food information to consumers, even if there still currently remains an EU level exemption for alcoholic beverages above 1.2% abv from any legal obligation to provide this information.

Currently, The Brewers of Europe is able to report that 60% of beers sold in Europe are labelling calories in full accordance with EU law, whilst 85% of beers are already labelling ingredients.

The association and its members believe that, by fulfilling this consumer information commitment, Europe's brewing sector is providing the right template and meeting consumers' expectations. This is why the decision has been taken to further formalise the commitment by signing a Memorandum of Understanding and common Brewers' Ambition, with the European Commission as witness. The Brewers of Europe's wish is that all beers be labelling in this way by 2022.



Brewers also want to set the standard for all alcohol sectors, and hope that others may sign this Memorandum of Understanding and thereby make the same commitment towards providing this basic product information, in line with all other beverages. We will continue reporting on roll-out and inviting the other alcoholic beverage sectors to follow our lead, in order to help ensure consumers receive understandable, recognisable, comparable and accurate information for all drinks.

As this report shows, brewers are well on their way to fulfilling their commitments. The future will see a beer sector that is proud to be clear.

03

Legal context

Legal context

Regulation (EU) No 1169/2011 establishes the legal framework for the provision of food information to consumers. It sets down the general principles, responsibilities and requirements for achieving clear, comprehensive, comparable and legible information for all foods and beverages. Ingredients must be listed in descending order of weight. Nutrition information must be provided per 100ml for all beverages.

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

Finally, it should be noted that non-alcoholic beers and other beer products below 1.2% abv are fully covered by the rules in Regulation (EU) No 1169/2011 governing non-alcoholic beverages. Such beers are therefore legally obliged to label both their ingredients and all seven nutritional values.

“ *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* ”

European Commission report regarding the mandatory labelling of the list of ingredients and the nutrition declaration of alcoholic beverages, 13 March 2017

04

Brewers' Ambition 2022

Brewers' Ambition 2022



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



The Brewers of Europe

Annex to the Brewers' Ambition 2020: Beer labelling implementation examples






Ingredients:
Water/ **Barley**/ Hops/ Yeast

Energy per 100 ml 172KJ/41KCAL

Brewed by The Brewers of Europe,
Rue Caroly 23-25, 1050 Ixelles, Belgium

Best before end 03/2020
**PLEASE KEEP AWAY FROM THE SUN
AND STORE IN A COOL AND DRY PLACE**

  
8 600102 672253

Ingredients:
Water/ **Barley**/ Hops/ Yeast

Energy values (per 100ml):
172KJ/41kcal

Brewed by The Brewers of Europe,
Rue Caroly 23-25, 1050 Ixelles, Belgium

Best before end 03/2020
**PLEASE KEEP AWAY FROM THE SUN
AND STORE IN A COOL AND DRY PLACE**

  
8 600102 672253




**PROUD
TO BE**
CLEAR
EUROPEAN BEER



8 600102 672253

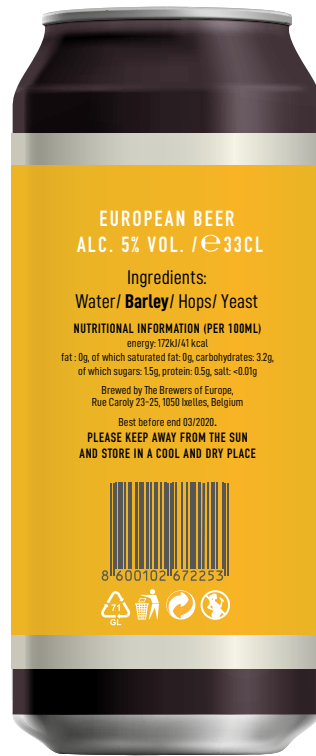
Ingredients:
Water/ Barley/
hops/yeast
Energy values (per 100ml):
172KJ/41KCAL


**PROUD
TO BE**
CLEAR
EUROPEAN BEER

EUROPEAN BEER
PROUDLY BREWED
BY THE BREWERS
OF EUROPE

ALC. 5% VOL. e33CL

Brewed by The Brewers of Europe,
Rue Caroly 23-25, 1050 Ixelles, Belgium
Best before end 03/2020.
Please keep away from the sun and
store in a cool and dry place.







05

Implementation

05

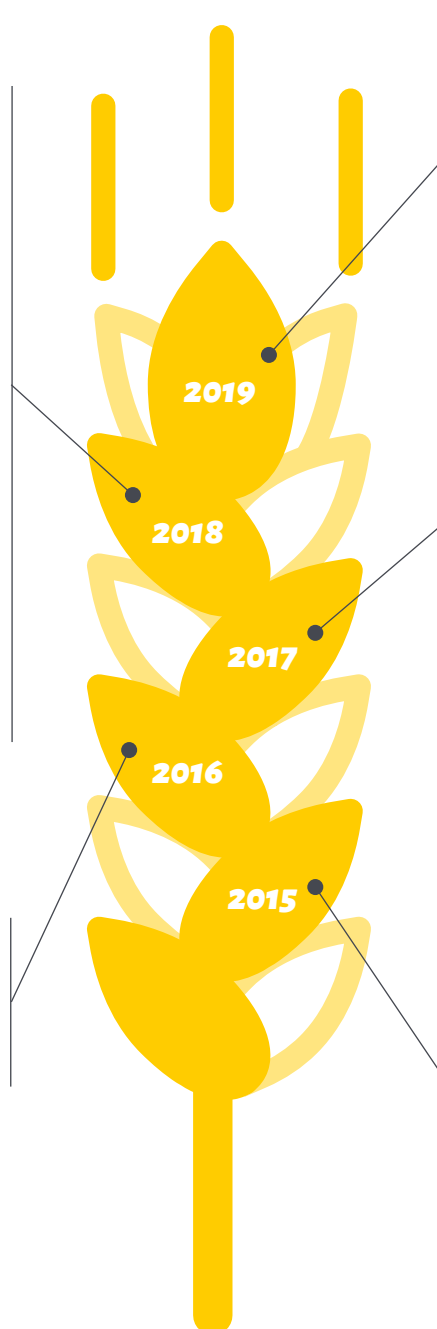
Implementation

The Brewers of Europe submits Beer Annex to the European Commission and issues recommendation to all breweries to list ingredients and calories on the labels of beer containers.

Publication and dissemination of SME toolkit to help smaller brewers calculate and present the nutritional values of their beers.

Over 70% of EU beers label ingredients, with an estimated 40% also providing legally presented nutrition, or specifically energy, values predominantly on the label, complemented by digital platforms.

Survey of over 9,000 Europeans reveals 86% (20% more than 2014) expect alcoholic beverages to list ingredients and show nutrition information per 100ml.



Brewers sign Memorandum of Understanding and Ambition for full labelling coverage in 2022.

85% of EU beers label their ingredients, whilst 60% label at least energy information (kJ and kcal per 100ml).

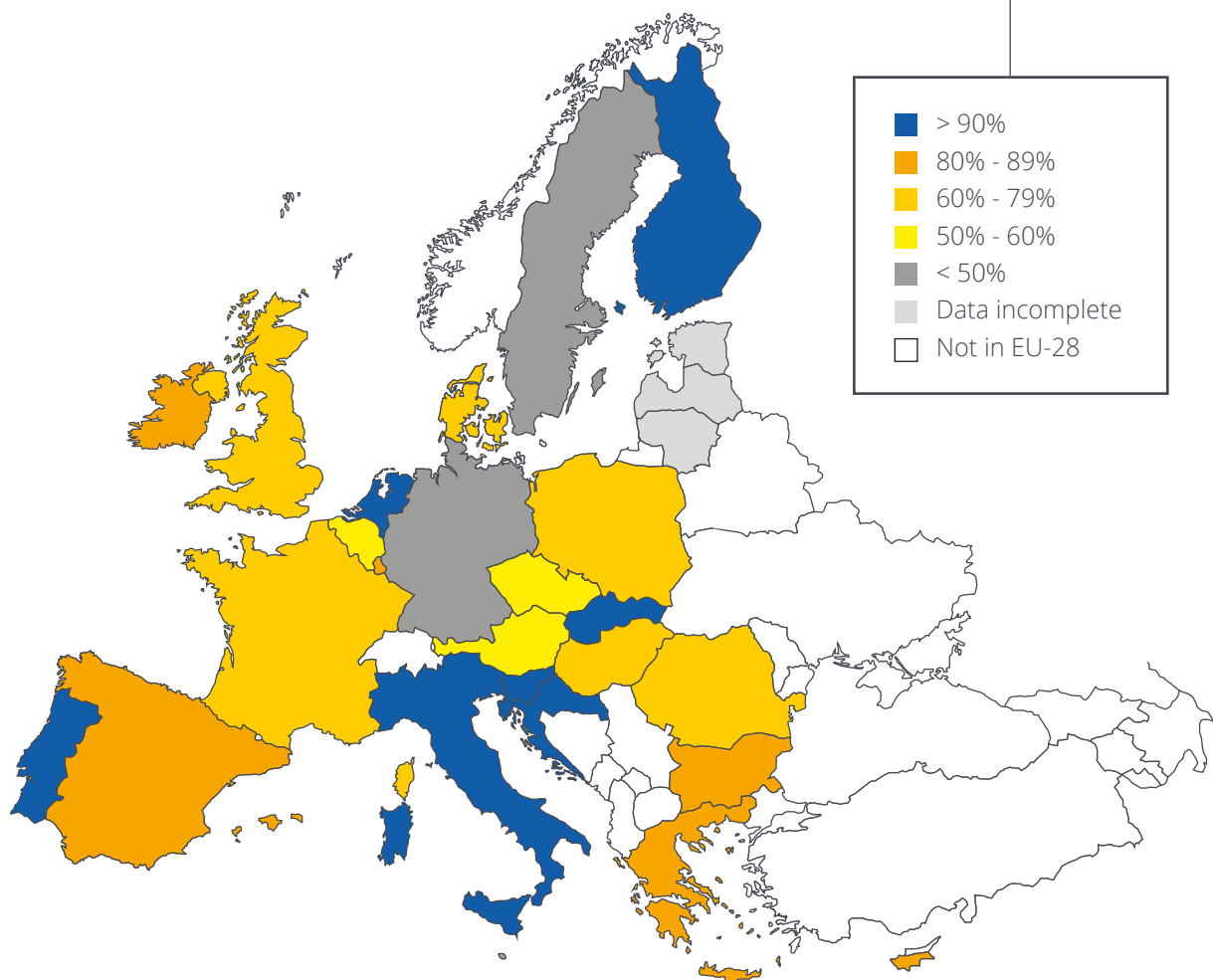
Brewers welcome European Commission report finding no objective justification for the exemption for alcoholic beverages and praising the leading role taken by brewers to voluntarily inform consumers

Publication and dissemination of guidance on Regulation (EU) No 1169/2011, ingredients listing, nutrition declarations and The Brewers of Europe's commitment.

The Brewers of Europe launches a commitment under the EU Alcohol and Health Forum whereby brewers will respond to consumer expectations and go beyond their legal obligations by voluntarily listing ingredients and nutrition information on-label and/or online.

Pre-pack beer volumes labelling energy (kj/kcal per 100 ml) January - April 2019

**Over 17 billion litres
of beer in the EU
labels calories every year**



Data collection period of January-April 2019

With the signing of the MoU and Brewers' Ambition 2022, many of the gaps should be addressed in the upcoming twelve months



06

Case studies

06

Case studies



Finland

Already in 2005 Panimoliitto, the Federation of the Brewing and Soft Drinks Industry in Finland, recommended its member companies to label the ingredients in their beers and other products.

- In 2008 a recommendation was added to also label the energy values.
- In 2017 Panimoliitto published a study showing that 86% of consumers thought that labelling ingredients was very useful, whilst 77% thought the same about the labelling of energy and nutritional values.
- In 2019, 100% of Panimoliitto's member companies are labelling both ingredients and energy values on their bottles and cans.
- Member companies think that the labelling of ingredients and energy information is an important and self-evident part of their corporate responsibility, with a voluntary approach more effective than legislation.



Find out more

<https://beerwisdom.eu/labelling/finland>




Die deutschen Brauer
Deutscher Brauer-Bund e.V.



Germany is the largest beer market in Europe, with a production of around 9.4 billion litres per year, brewed in more than 1500, predominantly artisan, breweries.

- For over 25 years in Germany there has been a legal obligation for all beers to label ingredients. For other alcoholic beverages, this is not the case.
- In a survey by the recognised pollster INSA in October 2018, 52% of German consumers stated that they would like to see calories labelled on all alcoholic drinks in addition to the ingredients.
- One of the objectives of the DBB (German Brewers' association) is to make a contribution to better consumer information and transparency, and to further increase the image of beer.
- End 2018, the Board of the DBB therefore issued a recommendation that German breweries voluntarily label the calories on all beers and beer mixes. The commitment was presented to both the Federal Government and the public at the International Green Week, the world's largest trade fair for food and agriculture.
- Numerous German breweries have already started to implement the commitment and some companies have already completed the switch to new calorie-tag labels.
- Whilst the implementation rate was still relatively low in early 2019, it can be assumed that, in addition to nearly 100% of German beers labelling ingredients, two-thirds of these beers will be labelling energy values by the end of 2020.
- Signing up to the MoU and Brewers' Ambition, the DBB and its members will seek to further support implementation, in full compliance with Regulation (EU) No 1169/2011.

Find out more

<https://beerwisdom.eu/labelling/germany>





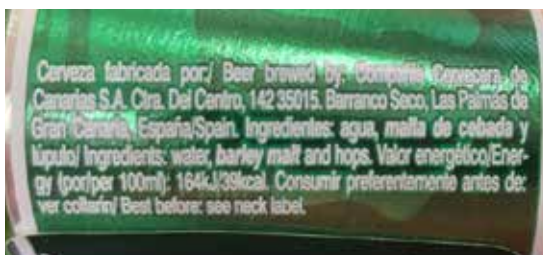
Greece is the eighteenth biggest beer market in the European Union, with around 83% of the market, or 3.15 million litres of beer, packaged in cans and bottles each year.

- The labelling of ingredients on pre-pack beer containers is mandatory in national law, meaning that 100% of Greek beers are already fully compliant with regard to the ingredient requirements.
- Meanwhile since the launch of The Brewers of Europe's 2015 commitment, now 80% of Greek beer volumes, or around 2.5 million litres of beer brewed annually, are also carrying the energy values, per 100ml, in kilojoules and kilocalories.
- Within the Hellenic Association of Brewers there are currently thirteen microbreweries and the plan is to further roll out the commitment in 2020, in addition to the information that is already provided online by a number of the beer companies.
- In addition to the Hellenic Association signing the MoU and Brewers' Ambition, Athenian Brewery, Olympic Brewery and Santorini brewing company are also signing up directly now.



Find out more <https://beerwisdom.eu/labelling/greece>





Spain is the third largest beer market in the European Union. Even though nearly two thirds of beer consumption in Spain takes place in the horeca on-trade sector, over 70% of the beer consumed in Spain is from bottles and cans.

- As a responsible sector with nothing to hide with regard to its ingredients, Cerveceros de España members therefore committed in October 2015 to include on the label the nutritional information related to the energy value and the list of ingredients.
- Furthermore, European Polls show that consumers want to be informed, and the beer sector cannot ignore its consumers.
- Nutrition information is being indicated per 100 ml, in accordance with the provisions of the Regulation (EU) 1169/2011. In addition to the energy information on the label, the complete nutrition information is being provided on-line through a direct link on the product label to an off-label platform.
- Cerveceros de España is supporting the new brewers by sharing tools produced by The Brewers of Europe and helping to fund laboratory analysis.
- Today, 99% of the volume of beer that is produced and marketed in Spain by the members of Cerveceros de España follows the commitment, with this representing around 80% of the beer consumed in Spain.



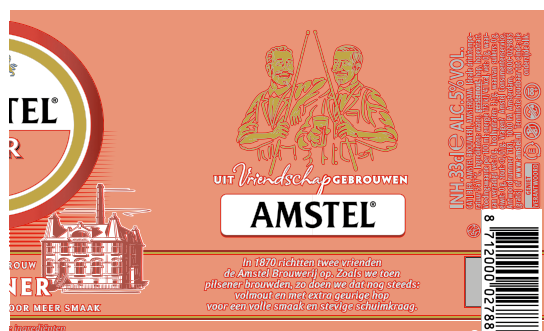


Nederlandse Brouwers



The Netherlands is the EU's ninth biggest beer market by consumption but its fifth biggest by production due to a very significant export market for Dutch brewed beer.

- Brewers in the Netherlands find it important that beer consumers are fully informed about a beer when they decide to buy one.
- That's the reason why in 2014 the members of the Dutch Brewers Association proactively decided to voluntarily declare the ingredients and nutrition information on their packaging. It was one of the first national beer associations in Europe to do so.
- The Dutch Brewers Association actively encourages brewers to provide the information on their labels and each year the progress of the voluntary commitment is monitored by the Dutch Brewers Association.
- In 2018 the nutrition information was available on 91% of the beers sold in the Netherlands and the ingredient declaration was declared on 99% of the beers. Those numbers continue to grow.





Find out more  <https://beerwisdom.eu/labelling/abinbev>

At AB InBev, as the world's leading brewer, we believe we have a responsibility to encourage our consumers to enjoy our beers in a smart way.

- Implementing Consumer information on beers sold in Europe is part of our ambition to empower consumers to make smart drinking decisions.
- Since 2015, we have been including full ingredient information and nutritional values in our beers, on label and online, in a phased approach with a focus on the biggest brands first.
- We are proud that the brewers have been recognised by the public health community for their relentless (joint) efforts to make this happen. We are therefore honoured to be signing this Memorandum of Understanding with our peers, through The Brewers of Europe.
- With thousands of SKU's across dozens of markets in Europe, we have setup a PMO structure and project SteerCo across different departments within AB InBev to make our labelling commitment reality. We provided a guideline book on how to implement. The PMO brings together managers and experts across our pack change, corporate affairs, scientific, marketing, legal, procurement, sales and supply teams.
- To track progress we have set-up a bespoke online database that indicates compliance per market, per brand and per SKU.
- We have applied this labelling commitment in all our markets in Europe, and we have achieved between 70 and 98% implementation in our key markets, reaching 98% in Belgium, 95% in Netherlands and 93% in Germany. For instance, 100% of all of Jupiler SKUs sold in Belgium are aligned with our labelling commitment, as are all Budweisers sold in the UK.

Asahi



Asahi Breweries Europe Group

Asahi Breweries Europe Group produces around 33 million hectolitres of beer each year, in the Czech Republic, Slovakia, Hungary, Poland and Romania.

“ We brew our beers using top-quality ingredients – water, malt, hops and yeast – and are proud to show this to our consumers. That’s why we now display ingredients and calorie information on labels of 85% of the beers we brew. And we’re working hard on the rest, to make sure that this information is displayed on every bottle or can we sell. ”

*Drahomíra Mandíková, Corporate Affairs Director
Asahi Breweries Europe Group*

- The company began implementation in 2015 and, since 2016, provides ingredients and a full nutritional declaration of all beers in their portfolio through a dedicated website www.aboutalcohol.com and its local language versions across all markets where they operate. A link to the local website has been placed on packs to provide easy access to consumers.
- In addition, Asahi Breweries Europe Group is committed to putting a list of ingredients and calorie information on all cans or bottles by the end of 2019, wherever it does not cause information overload and over-crowded, illegible labels.
- Currently, 85% of labels in their portfolio display this information, while in some of the markets, ingredients and calories have already been listed on every can or bottle sold.
- On top of this, Asahi Breweries Europe Group provides full nutritional information, including the Big 7 nutrients, on the secondary packaging – plastic shrinks or carton boxes – across all brands and all markets.



Find out more

<https://beerwisdom.eu/labelling/asahi>





Carlsberg has around 140 brands globally and decided to roll out the commitment across its entire portfolio when the ExCom agreed to this commitment in May 2015

“ People want a broader set of choices for different occasions and to know what goes into our beers. That is why we are expanding our portfolio of alcohol-free brews and have committed to providing ingredient and nutritional information per 100 ml on our packaging. ”

Jessica Spence, Chief Commercial Officer, Carlsberg Group



- As part of a joint brewers' commitment to increase transparency about the ingredients and nutritional values of beer, Carlsberg started to provide information about the ingredients and nutritional values of its beers across all its Western European markets.
- Key actions to implement this were:
 - A regional online training across all relevant marketing and production functions, covering approximately 650 people
 - Integration of the two elements into its standard design packaging template and an automated verification system put in place together with our artwork suppliers
 - Tracking progress through the quarterly sustainability reporting systems
 - Additional Verification via the quality audit system
- By end 2018, implementation of ingredients labelling was already at 86%, working towards 90% around mid-2019
- Energy labelling implementation is even higher, at 92% by end 2018, rising to 95% around mid-2019
- The commitment will be rolled out across all regions and export markets with a target of 100% of volumes covered by end 2020



Find out more <https://beerwisdom.eu/labelling/carlsberg>





Heineken

As Europe's biggest brewer, HEINEKEN produces over 200 brands within the EU. After much hard work, we achieved full implementation of this commitment across all our EU brands already by the end of 2017.

“ Consumers rightly demand to know what is in the products they consume in order to make informed choices. At Heineken we already provide such information in many of our markets but I want to ensure that we do so across all our brands as well as in every EU market. We believe that the time is right for all alcohol beverages to provide the same consumer information. ”

CEO Jean-François van Boxmeer, Heineken, March 2015

- In March 2015 Heineken announced:
 - an ambitious commitment taken from the very top level of the organisation to roll out full ingredients and energy labelling by end 2017 across all our brands within the EU.
 - The development of a complementary website where consumers could find additional nutrition information on fat, sugars, protein and salt.
- Each national market within our company was given the responsibility for meeting the commitment for the brands for which they are responsible. Our global team monitored implementation closely with reporting milestones every six months.
- One of the biggest challenges was to build websites as it meant dealing with very small brands with no existing on-line presence as well as language issues for products sold in several markets.
- Having reached full implementation for our beers in the EU by end 2017, we extended our commitment to our cider brands and raised our ambition to provide ingredients and nutrition information on pack, online, or both for our brands worldwide by the end of 2018.
- By the end of 2018, 95% of our beer and cider brands in scope had information on pack or online. Brands that were in the process of active recipe reformulation in 2018 had to meet the commitment by Q2 2019.



Find out more <https://beerwisdom.eu/labelling/heineken>



07

Reporting methodology

Reporting methodology

07

- Signing up to the Memorandum of Understanding and the Brewers' Ambition 2022, The Brewers of Europe is also committing to reporting annually on implementation of both the MoU and the Brewers' Ambition.
- The Brewers of Europe is responsible for reporting on implementation for beer so the report is therefore put together in consultation with the brewer signatories, who cooperate as appropriate on the sections where they are concerned.
- 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. Beer in this context refers to all beer products, including beers below 1.2% abv.
- 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 for the 2019 report include:
 - The Euromonitor 2017 packaging volume data sets
 - The Euromonitor 2018 packaging report data sets
 - The Global Data 2017 Global Beer Report
 - The Brewers of Europe 2018 Beer Statistics report
 - The National Brewers Associations survey 2018
 - 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. The data for the current report was collated in January-April 2019 with the objective of providing the most up-to-date picture at that time.
- The assessment report should be made publicly available on the website <http://www.beerwisdom.eu>, which also lists all signatories.
- The annual assessment is reviewed, with inputs from the European Commission, at the annual Plenary meeting of the signatories, to discuss and propose follow-up actions to further implementation.
- Nevertheless, The Brewers of Europe asks to be judged and held to account on the basis of brewers' actions and not just words. Delivery on the commitment is therefore best judged through the labels of the beer products that consumers see and purchase in both the on- and the off-trade.

