Alcohol Labeling - Consumers’ Right to Know
As required by the Alcohol Policy 18 Conference, I/we have signed a disclosure statement and note the following conflict(s) of interest:

European Alcohol Policy Alliance

2016 – Received €16,000 from Alcohol monopolies in Sweden and Finland in support for “European Report on Alcohol Policy - a review 2016”

2010 – 2018 Support from European Commission as co-funding for European Alcohol Policy Conference 2010 and 2014, Operating grant 2010 – 2014 and as partner in EU funded projects

2015-2017 Support from Scottish Government

2018 Support from Estonian government for production of background documents for Estonian Presidency conference on alcohol.
The European Alcohol Policy Alliance was formed in 1990 with 9 member organisations

Today:

• 59 members
• 24 countries
• Secretariat in Brussels

@EUROCAREBRUSSEL
Raising awareness among decision makers of the harms caused by alcohol (social, health and economic burden) ensuring that these are taken into consideration in all relevant EU policy discussions.

Promoting the development and implementation of evidence-based policies aimed at effectively preventing and reducing this burden.

World Health Organisation message on drinking alcohol.
Total average alcohol per capita consumption (projected), recorded and unrecorded, 2016 (WHO 2016)
Alcohol Policy Strategies in Europe

An EU strategy to support Member States in reducing alcohol related harm

- Protect young people, children and the unborn child
- Reduce injuries and deaths from alcohol-related road traffic accidents
- Prevent alcohol-related harm among adults and reduce the negative impact on the workplace
- Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns
- Develop, support and maintain a common evidence base
European Dimension in alcohol policy

Cross border issues:

- marketing – Refit AVMSD (201/2017)
- price – Tax, excise duties and Minimum Unit Price
- information to consumers – report (2014?)
- drink driving – (drivers cross borders)
- monitoring and research – update WHO Global database
• The total number of alcohol spots is presented in Figure 4.18. Also here, we observe substantial differences between Member States. The number of alcohol spots ranges from approximately 8,400 in Finland to approximately 670,000 in the UK. **Figure 4.18 Total number of alcohol spots per Member State (year = 2013)**

Source: Ecorys consortium analysis, data source WFA/Ebiquity.
Regulating alcohol advertising

- In all MS a mixture of statutory and voluntary regulations
- 11 MS prohibit adverts of spirit on TV
- 16 MS have “watersheds”: no alcohol advertising allowed on television during certain hours.
- Loi Evin in France regulating advertising, no sponsorship
- Sweden only adverts that focus on the product itself
- Finland introduced new legislation from 2015 (gaming)
- Norway as EEA has no advertising of alcohol on TV and in radio
- Lithuania/Estonia has introduced stricter regulations from 2017
- Ireland/Scotland to introduce stricter regulation from??
To find out more about the project please visit: [http://fyfaproject.eu/](http://fyfaproject.eu/)

Information gathering on International – National – Local level

Overview of current sporting bodies’ alcohol policies

In depth view of stakeholder attitudes on sport and alcohol

Guidelines for best practices for the prevention of underage and risky drinking in the sports setting

Sensitizing key decision makers and stakeholders (video WP 8)

Capacity building (conference/workshops/... WP9)

**Partners**

[Logo images of various partners]
As a result, currently in the EU...

- Does NOT cause cancer and 60 other diseases
- IS addictive
- IS third leading risk factor for chronic disease
- DOES NOT provide any information

**Does NOT cause cancer and 60 other diseases**

**Is NOT addictive**

**Is NOT third leading risk factor for chronic disease**

**PROVIDES information to consumers**

**DOES cause cancer and 60 other diseases**

**IS addictive**

**IS third leading risk factor for chronic disease**

**DOES NOT provide any information**
 European Union legislation allows for more than 50 different flavouring, additives, preservatives and agents to be added to alcoholic beverages*

 None of these regulations refer to the obligation to inform the consumers of the ingredients or nutritional value i.e. calories, sugars etc.

* Annex II to the EU Regulation 1333/2008
EU directives have established guidelines for compulsory labelling of a variety of potentially allergenic substances contained in foodstuffs*

- Wine has enjoyed years of derogations, in 2012 Regulation 579/2012 required listing:
  
  ✔ Eggs and egg-based products

  ✔ Sulphites

  ✔ Milk and milk-based products


What if you are allergic to some of not commonly-known allergens

With no ingredients listing you cannot easily detect them
Calling for better labelling from 2010
A self-regulatory proposal was delivered to the European Commission on the 12 March 2018
Can we trust the alcohol industry to label itself?

- Many examples of self-regulation failure in alcohol policy (i.e. communication of drinking guidelines, protection of children exposure to alcohol marketing)
- UK Responsibility Deal – in 2011 - 92 companies committed that 80% of products on shelf will have labels with clear unit content, NHS guidelines and a warning about drinking when pregnant. Result: In 2015 – 78% compliance - Pregnancy information risen from 18% to 93%; drinking guidelines risen from 6% to 83% and unit content from 56% to 87%
- Alcohol Health Alliance research - UK May 2017 - information included on alcohol product labels, some 15 months after the updated guidelines were launched. Of the 315 product labels reviewed across 27 locations in the UK, only one informed the public of the up-to-date low-risk weekly drinking guideline of 14 units a week.
- GFK Belgium 2014 - only one in five alcoholic beverages holds a health related message on its label. A warning about drinking alcohol during pregnancy is the most popular message
• The nutrition information and the list of ingredients of our products will be provided to consumers off-label and/or on label where information provided off-label will be easily accessible from the label itself, either by a web-link, a QR code, a bar code or through other direct means using smart technologies.

• The sectors will use traditional and/or innovative tools and may develop comprehensive modern information systems to provide useful information to consumers.

• Food business operators responsible for the food information will decide how to display the information.

• The information, while abiding to the legal framework laid down in EU or national legislations, will be provided in line with the principles set in this joint proposal and the sectors’ annexes.
Really alcohol industry – is this the future?
All information online?
Industry would like you to believe that providing information online is enough as we all go online.

- 16% of the consumers would **only** use digital online sources to access information regarding ingredients, (Gfk 2016)

- 17% would **only** use digital online sources to access information regarding nutritional values (Gfk, 2016)

- Only 24.7% of the respondents search for information online regarding ingredients or additives in their alcoholic beverages (RARHA, 2015)

We do not have to go online to check calories for apple juice. Why should we for wine?
Information provided online – Please search and see!

Nutritional Information

Per 10g of alcohol (31ml)

Alcohol (g) 10, Calories (Kcal) 69, Fat (g) 0, Saturates (g) 0, Carbohydrates (g) 0, Sugar (g) 0, Proteins (g) 0, Salt (g) 0, Allergens (see note 1)

Nutritional information, Malibu Original

<table>
<thead>
<tr>
<th>Nutritional</th>
<th>Per 10g of alcohol (50 ml)</th>
<th>Per serving (50 ml)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol (g)</td>
<td>10</td>
<td>83</td>
</tr>
<tr>
<td>Calories (Kcal)</td>
<td>121</td>
<td>100</td>
</tr>
<tr>
<td>Fat (g)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Saturated Fat (g)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Carbs (g)</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Sugar (g)</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Proteins (g)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

For additional nutritional information please follow this link.
Industry would like us to believe that

*It is hard to accommodate everything comfortably on the label (Spirits Annex)*
Industry would like you to believe that

Wine producers would have extra costs to change labels every year
86% of consumers call for the list of ingredients of alcoholic drinks to be provided, as is the case for other food and drink products.

50.4% would like to have more information about ingredient listing

43.2% would like to have more information regarding calorie content

37.9% would like to have more information about nutritional value

RARHA 2015 consumer survey on communication of alcohol associated risks
GfK 2016 Consumer Insights Study
What a difference binding legislation makes – same company

Wine without alcohol PROVIDES information to consumers

Wine with alcohol DOES NOT provide information to consumers
Alcohol labelling deserves to be more prominent in the field of European alcohol policy

- It has better legislative potential (legal basis)

- Unique opportunity for dissemination of health information at the point of sale and consumption

- It would contribute to the shift of paradigm- important first step in raising awareness, increasing knowledge and change perception of risks associated with alcohol consumption
Eurocare recommendations

Containers should be required to provide the following information:

- Ingredients
- Substances with allergenic effect
- Relevant nutrition information (energy values, kcal)
- Alcoholic strength mg/ml
- Rotating health information on front pack/label
Vodka is a distilled beverage composed primarily of water and ethanol, sometimes with traces of impurities and flavourings. Traditionally, vodka is made by the distillation of fermented cereal grains or potatoes, though some modern brands use fruits or sugar as substitutes.

Since the late nineteenth century, the standard Polish, Russian, Belarusian, Ukrainian, Estonian, Latvian, Lithuanian and Czech vodkas are 40% ABV. To be named a “European vodka”, the European Union has established a minimum of 37.5% ABV.

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Per 100ml</th>
<th>Per serving 25ml</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy values</td>
<td>1021kJ/244kcal</td>
<td>255 kJ/61 kcal</td>
</tr>
<tr>
<td>Fat</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(of which) saturated fat</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>(of which) sugars</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Proteins</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Salt</td>
<td>0.001g</td>
<td>-</td>
</tr>
</tbody>
</table>

Ingredients:
yeast, potatoes, flavour additives

Produced from potatoes

Lot number: L0007

Produced by Fine European Spirits, European Street, Brussels, Belgium.

40% Vol
75cl

ALCOHOL MAY HARM THE UNBORN BABY
Wine is an alcoholic beverage made from grapes, generally fermented without the addition of sugars, enzymes, acids, water, or other nutrients.

The sugar in the grapes is consumed by yeast and converted to ethanol and carbon dioxide. Different varieties of grapes and strains of yeasts will produce different styles of wine.

Variations can result from the reactions involved in fermentation, the complex interactions between the biochemical development of the grape, the terroir, and the production process.

Ingredients: grapes, yeast, carboxy methyl cellulose, tartaric acid, sulphur dioxide, isinglass

Contains Sulphites

Lot number: L0007

Produced by Fine European Wines, European Street, Brussels, Belgium.
Beer is the world’s most widely consumed alcoholic beverage; following water and tea, it is also the third-most popular drink. Beer is thought by some to be the oldest fermented beverage. Beer is produced by the saccharification of starch and the resulting sugar’s fermentation. Both the starch and saccharification enzymes are often derived from cereal grains, commonly malted barley and malted wheat. Due to their lower cost, unmalted maize and rice are widely used adjuncts to lighten the flavour. The preparation of beer is called brewing.

Beer is generally flavoured with hops, adding bitterness and acting as a natural preservative. Herbs and fruit are occasionally added as other flavourings.

Best before: End March 2018
Lot number: L0007

Produced by Fine European Beers, European Street, Brussels, Belgium.
It is the right of the consumer to be allowed to make informed choices

It is the obligation of public institutions to ensure consumers are able to make informed choices
Thank you for your attention

#RightToKnow

Please register [www.8eapc.eu](http://www.8eapc.eu)

**8th European Alcohol Policy Conference**

20-21 November 2018

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