

MESSAGE FROM
CHRISTOS FOLIAS,
GREEK VICE-PRESIDENT
OF THE EP BIER CLUB & MEP



Today we are on the verge of seeing the completion of the fifth and most ambitious enlargement round in the history of the European Union. Accession day for the 10 new member states, increasing the EU population by 28%, will be the 1st of May 2004. The countdown has therefore already begun and these are exciting times indeed. The peace and stability that the EU has achieved since its inception are now being extended to even larger parts of our continent. Of course the present round of enlargement will only be completed with the accession of Romania and Bulgaria, foreseen for 2007, for the membership of these two countries is indispensable for the achievement of stability in South-East Europe.

Enlargement will transform the EU into the largest single market in the world. Already the latest scoreboard reveals that it has resulted in important benefits in terms of choice, quality and price levels for both consumers and businesses. This result must be maintained and the momentum to remove the remaining barriers to its completion, while taking into account the needs of SME's, must be stepped up.

An enlarged EU will underline the common values and cultural heritage of our continent, but by respecting the national and regional diversities of the respective cultures of its members, it will be a richer and more dynamic whole. Strength based on diversity can certainly be applied to our beverage market. The introduction of new brewing traditions is certainly one of the jolliest prospects of enlargement to look forward to and one that I urge you all to go out there and savour during the celebrations for enlargement.

Christos Folias, MEP

ISSUES

THE BREWERS OF EUROPE COMMITTED TO STAKEHOLDERS DIALOGUE

Across Europe, Brewers make their beers to be enjoyed responsibly by adults. They want to see the problems of alcohol abuse solved. They are all working hard to be part of the solution.

- Brewers take their role as responsible producers very seriously. They support measures that educate people before they develop a problem or, if they already have a problem, to help them resolve it, but without imposing restrictions on responsible drinkers, who make up the majority.
- As individual companies and as members of specially created organisations, Brewers have for decades been taking important steps to combat the abuse and misuse of their products, focusing their efforts on essential issue areas such as promoting responsible drinking, campaigns to combat drinking and driving, as well as underage-drinking prevention.
- The Members of The Brewers of Europe have initiated several codes of practice designed to protect vulnerable and young people, and avoid the encouragement of misuse. As Europe has a rich diversity of beer cultures, national self-regulation codes are better able to evolve to meet the needs of local communication practices than a legislative framework on a national and/or European level.
- The Brewers of Europe believe strongly in a partnership approach to tackle issues of mutual concern with decision makers, public health authorities and other stakeholders.
- Alcohol misuse is a crucial issue; progress has been made, but more still has to be done, taking into account the diversities of culture and consumption patterns.

In the past months, The Brewers of Europe had a number of opportunities to voice these messages: to Commissioner David Byrne, to his services, and to the World Health Organisation.

Discussing the way forward, The Brewers of Europe advocated a focused approach to confronting the adverse health and social consequences of excessive and irresponsible consumption, as opposed to generic measures and rigid regulations that can only penalise the moderate and responsible consumer. They re-iterated their commitment to pursuing the constructive dialogue established with stakeholders, to ensure that their products are consumed responsibly.

And they will continue to do so.



BEER IS AS GOOD AS RED WINE AT KEEPING THE DOCTOR AWAY (WHEN CONSUMED IN MODERATION)

Evidence for the health benefits of moderate drinking is growing, with new research from America showing that beer is just as good as red wine at protecting against heart disease.

A University of New England study reveals that beer has the same positive effect as red wine in reducing cholesterol and its associated risk of cardiovascular disease.

Furthermore the research finds the antioxidants in beer, which come from the hops used in the brewing process, destroy harmful forms of oxygen that damage DNA and can lead to premature ageing and cell death.

According to the university's Professor Ken Watson, the scientific evidence for the health benefits of drinking beer or red wine in moderation is now overwhelming.

Research by the Beth Israel Hospital in Boston also finds moderate consumption is good for people.

The research says the type of alcohol consumed is not important; a result that throws further into question the widely accepted notion that red wine is the most beneficial.





U P D A T E S

**The 3rd Beer & Health Symposium
will take place on 15 October 2003
at the Residence Palace**

**The next Bier Club Reception
will be the Italian Bier Club Reception**

For more information contact info@cbmc.org

C O N T A C T S

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to Stakeholders Dialogue*

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