

Newsletter

The Brewers of Europe



Bi - annually - April 2004 N°15

European Parliament Bier Club

The Brewers of Europe welcome the liberalisation of distance purchasing



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Forward by Rodolphe de Looz-Corswarem - Secretary General of The Brewers of Europe

Dear Colleagues,

This is the last Newsletter before the European Parliament elections. Therefore, we would like to thank you all for your help and support throughout the years. We hope to see you again after the elections, as you are our best "ambassadors" for European beer, and we are looking forward to continue working with you all on the wide variety of issues that touch our industry.

We also ask your collaboration to help us welcome new members to join the EP Bier Club, as it is an excellent platform providing an exchange of information and constructive dialogue between members of the European Parliament and the European brewing industry in all aspects of policy and legislation for building a better future.

In order to better help our industry to promote its responsibilities in key areas such as responsible consumption, an enhanced environment, food safety, nutrition and health, as well as commercial communications, your influence and collaboration is needed.

On behalf of the team at The Brewers of Europe, we wish you good luck for the upcoming elections and hope to see you soon!

Yours faithfully,

Rodolphe de Looz-Corswarem
The Brewers of Europe

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The Brewers of Europe Welcome the Commission Proposal on Liberalisation of Distance Purchasing



On 2 April 2004, the European Commission adopted a proposal which The Brewers of Europe and the European consumers have awaited for a long time. The proposal provides for new rules regarding the distance purchasing of alcoholic beverages. These rules will be an important improvement of the proper functioning of the Internal Market. According to the proposal, citizens will be entitled to purchase beer via the internet abroad at the duty rate applicable in the country of origin, given that it is for their own private consumption. While today, citizens have to accompany the beer when crossing the border if they want to enjoy the lower duty rate of the country of origin, they can enjoy these lower rates, according to the proposal, if they arrange the transport via internet. The proposal determines that the indicative limit of 110 litres for private imports of beer would be abolished.

The Brewers of Europe welcome this proposal as it necessitates fast action by Member States to reduce high rates. Provided that Member States behave sensibly, the outcome would be of benefit to consumers and to the economy of Europe in general. Failure by Member States to take the necessary action to reduce rates would be catastrophic to the brewing industry in high duty countries.

Urgent actions of the Member States are needed to tackle the unsustainable situation of trade distortions across Europe and to enhance consumers' internal market rights.

Whilst supporting the Commission's proposal, The Brewers of Europe and the member associations of high duty countries request that the governments in the high duty countries reduce duty rates significantly - now.

Poland and Turkey as new Associate Members of The Brewers of Europe



The Brewers of Europe are very happy to announce that the Polish and the Turkish Brewers Association have become associate members of The Brewers of Europe as from 1 January 2004. As far as the Polish Brewers Association is concerned, the associate membership will be converted in a membership upon accession of Poland to the European Union on 1 May 2004. Given the pan-European challenges that all brewers associations are facing and which can be taken up even more successfully by The Brewers of Europe uniting all future EU member states, the association hopes to expand even more by obtaining new members in the near future.

Inauguration of The Brewers of Europe House



On Tuesday, 23 March 2004, The Brewers of Europe celebrated the inauguration of their European Brewers House situated on Rue Caroly, right next to the European Institutions.

The inauguration ceremony was attended by some 500 guests with representatives from the European Institutions, the EU Permanent Representations, the food and drink associations, the brewing industry and journalists.

The Brewers of Europe President, Mr. Piero Perron stated that the establishment of a European Brewers house represented the industry's commitment to the European Union, and since it belongs to the brewers of 19 countries, the collaboration with the European Institutions is now accessible to all so as to give to the consumers the best and most reliable beer, and in all aspects related to the production, marketing and sale of beer in the EU.

The Brewers of Europe want to be part of all the initiatives the EU is taking for better information, for enhanced quality and for a safer environment. The priorities of this European association is to safeguard all the opportunities for innovation and research, as well as to promote responsible moderate consumption and to coordinate all the effort the industry makes with stakeholders to confront the misuse.

Updates



- The Brewers of Europe continue to support the Commission's infringement procedure against the German Deposit system currently in force in Germany. A fair internal market, and better packaging dispositions are among the priorities of The Brewers of Europe, so as to provide European consumers with the best and most environmentally friendly choices.
- The next Bier Club Reception will be hosted by the Dutch Vice-President of the European Parliamentary Bier Club, Mrs Ria Oomen-Ruijten - MEP, and the Brewers Association of the Netherlands, to be held in the beginning of December 2004. For the very first time the reception is to be held at The Brewers of Europe House where guests will be able to taste a variety of Dutch beers, a few minutes walk away from the European Parliament.

Contacts



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