

Newsletter

The Brewers of Europe



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European Parliament Bier Club

The Brewers of Europe and Enlargement



The Brewers of Europe

European Parliamentary Bier Club



Message from Francesco Fiori, MEP & Italian Vice-President of the EP Bier Club

Ladies and Gentlemen,

As Italian Vice-President of the European Parliamentary Bier Club, I have the pleasure of announcing that the upcoming Bier Club Reception is hosted by the Italian Presidency of the European Union.

Today we're living exciting times as the countdown of the fifth and most ambitious enlargement round of the European Union has begun.

The 10 new member states, set to join on the 1st May 2004, will dramatically increase the EU population and will transform the EU into the largest single market in the world. In fact, the latest figures reveal that enlargement contributes to the development of our market which already offers great benefits to both consumers and business in terms of choice, quality, quantity and price levels. In the light of these results, we can only assume that more benefits will be drawn from the accession of ten new member states as they will strengthen the common values of the Union as well as safeguarding the national and regional diversity upon which the EU is built on.

Diversity is a fundamental element of the Union and it can certainly be applied to the beer market which will be enriched, with the enlargement, with the introduction of new brewing traditions.

We often think that beer comes from the North even though it is just as well from the South making it universal. Beer is good and healthy.

Therefore, I invite you to come and savour one at our upcoming Italian Bier Club Reception, to be held on 25 November.

Francesco Fiori, MEP

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Issues

The Brewers of Europe and Enlargement



The Brewers of Europe are maintaining close contacts with the brewing industries of the countries to join the EU.

The contacts have been significantly enhanced since the President, Mr Piero Perron, visited the accession / candidate countries' brewers associations with a view to introducing The Brewers of Europe, addressing the joint challenges which The pan-European brewing industry is facing and learning about the brewing industries in these countries.

One of these joint challenges is to ensure effective self-regulation of commercial communication for beer across Europe, taking into account national contexts and cultures.

To this end, The Brewers of Europe and the accession / candidate countries held a one-day self-regulation workshop in Brussels on 14 October 2004.

Apart from the joint challenge of self-regulation, The Brewers of Europe co-operation with the countries to join the EU is maintained on several other areas and the Brewers of Europe welcome all accession / candidate countries brewers associations to join The Brewers of Europe as members.

The way for their membership is paved, as The Brewers of Europe are well prepared for enlargement. We are happy to announce that the Polish and Turkish Brewing Associations have applied for membership with The Brewers of Europe.

The First Brewers of Europe Workshop on Self-Regulation: Ensuring Responsible Commercial Communications for Beer Across Europe



Ensuring effective self-regulation of commercial communications for beer in Europe is probably the most urgent action amongst the numerous challenges which the pan-European brewing industry is facing. We will have to enhance all our efforts to respond to the decision-makers challenge in order to avoid severe restrictions affecting commercial communication in the future and to safeguard our freedom for commercial communications.

At The Brewers of Europe and the accession / candidate countries' one-day self-regulation workshop in Brussels on 14 October 2004, almost all countries to join the EU took part.

The Workshop provided an excellent forum for exchange of views and experiences as regards self-regulation and contributed to undertaking joint efforts to achieve a common goal.

The Workshop was designed to constitute the first step to tackle the challenge of self-regulation from a pan-European perspective. This workshop will be followed up by another one in April 2004.

Only if we prove that self-regulation works throughout Europe, we can escape the threat of significant restrictions on self-regulation in all our countries. Let's take up the challenge jointly.

3rd Beer & Health Symposium - Overview into the Latest Scientific Evidence on the Benefits of Moderate Beer Consumption



The Brewers of Europe organised a 3rd Beer & Health Symposium where an overview of the latest scientific research done over the last two years on the proven and potential health benefits of moderate beer consumption was presented on 15 October 2003.

A panel of scientific experts confirmed that moderate beer, wine and spirits consumption plays a part in reducing the risk of coronary heart disease and discussed the significance of preliminary evidence of benefits unique to beer.

It was also confirmed that beer contains vitamins and

minerals which can contribute to a healthy balanced diet, as well as high levels of silicon, which are thought to contribute to healthy bones.

Moderate consumption of beer, wine and spirits may also protect against type II diabetes.

Beer also contains fewer calories than most other drinks and when consumed in moderation, could add enjoyment to a calorie controlled diet.

From a psychological perspective, moderate beer consumption was also considered as playing a non negligible role in the reduction of stress and in improving the quality of life, particularly in elderly people. Visit our website for more information on this topic.

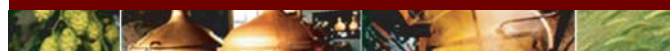
NEW Publication on Guidelines for Responsible Commercial Communications



The Brewers of Europe has a NEW publication called Responsible Commercial Communications - Guidelines for the Brewing Industry, which was presented for the first time on the occasion of the Self-Regulation Workshop held on 14th October in Brussels.

Against the background whereby the alcoholic drinks industry has been challenged to demonstrate that self-regulation can and does work effectively to protect young people and to ensure responsible drinking, this publication, put together under the auspices of The Brewers of Europe Self-Regulation Taskforce, is to serve brewers and their organisations across Europe in their efforts to set up and/or improve the effectiveness of self-regulatory systems at national level, taking into account local cultures and regulations. This publication is available on our website.

Worldwide Brewing Alliance - Global Social Responsibility Initiatives



Building up on the success of the European Brewing Industry Initiatives to Combat Misuse, published by The Brewers of Europe in 2002, the Worldwide Brewing Alliance, formed by The Australian Associated Brewers; The USA Beer Institute; The Beer, Wine and Spirits Council of New Zealand; The Brewers of Canada; The British Beer & Pub Association; and The Brewers of Europe, has put together a booklet demonstrating the efforts made by the brewing industry to ensure its products are used responsibly, through more than 360 initiatives from 34 different countries.

The number and diversity of these initiatives recognise the cultural and legal differences in different countries and show the need to tailor activity to local needs.

Another important feature of the document is the range of partnerships and synergies with a variety of other stakeholders.

The Brewers of Europe support the Infringement Procedure against Germany



The Brewers of Europe are advocating a fair competition between each packaging system based on the EU Directive on Packaging. The beverage industry is implementing different packaging materials in order to cope with the requirements of a cross-border market.

The Brewers of Europe support the infringement procedure against the German deposit system, as there is no conformity between the German system and the EU Directive on Packaging.

The free movement of goods is considerably hampered and the German regulation on Packaging represents an illegal barrier to trade. The Brewers of Europe are in favour of the Internal Market and have sent their position on this subject to the European Commission.

Updates

Bier Club Reception

The next Bier Club Reception will be hosted by the Italian Vice-President of the Bier Club, Francesco Fiori - MEP, and the Italian Brewers Association - ASSOBIRRA, to be held on 25 November 2003 at the European Parliament, room 1F295 at 18:00

The Brewers of Europe are now closer to the E.U.

The Brewers of Europe have moved to their NEW house next to the EU institutions on Rue Caroly.

For more information contact info@brewersofeurope.org or visit our NEW website www.brewersofeurope.org

Contacts



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