

Newsletter

The Brewers of Europe



Enlargement Newsletter - November 2003
2nd edition



Preface by the Chairman of The Brewers of Europe Enlargement Working Group, Mr Knud Hedeager Nielsen

Dear Colleagues,

United we stand!

In just six months time 10 new countries will join the EU. This May 1st 2004 is going to be the greatest event in Europe's history. It will change the map of the European Union and bring the potential for great prosperity to Europe's economy and people. But it will also bring new political challenges. As brewers, our commercial environment is very much dependant upon the political framework. Brussels is the political power centre of Europe, and a rule-of-thumb says that around 70% of all legislation in the EU is initiated and decided upon by the Commission, the Council of Ministers and the European Parliament. Following the European Convention, further powers will be placed in Brussels and next year representatives from the new member countries will take their seats in the new Commission and in the European Parliament. For brewers to secure our freedom to operate, sell and market our products it is important to be heard and to influence the political decisions when our commercial interests are challenged. Our influence depends on our lobbying efforts and our commitment. But a precondition for the best long-term results is a united European brewing sector. It is therefore with great pleasure I can announce that the Polish and Turkish brewers associations have applied for The Brewers of Europe membership from 2004, and that more applications are under way. It goes without saying: united we stand!

With kind regards,

Knud Hedeager Nielsen
Chairman of The Brewers of Europe Enlargement Working Group



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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 challenge amongst the numerous challenges which the pan-European brewing industry is facing. The European Brewing Industry will have to step up all efforts to respond to the decision-makers challenge in order to avoid severe restrictions affecting commercial communication in the future and to safeguard the freedom for commercial communications.

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

During the morning sessions, speakers from several European countries provided an outline on the background and the need for self-regulation. In the afternoon session, three countries (Spain, Denmark and the Czech Republic) gave a presentation on how self-regulation is practiced in their countries.

The Brewers of Europe thank all participants for their active participation and any feedback on the Workshop will be appreciated. The Workshop was designed to constitute the first step to tackle the challenge of self-regulation from a pan-European perspective.

Against this background, it is envisaged that this Workshop will be followed up by another workshop on self-regulation in April 2004 in an accession / candidate country providing a platform for all delegations to report and exchange views on the further establishment of self-regulation.

Only if the European Brewing Industry proves that self-regulation works throughout Europe, the threat of significant restrictions on self-regulation in all countries can be resolved. This challenge needs to be taken up jointly.

Please find in [the link](#) herewith a presentation of the Danish self-regulation system as an example of a very cost effective and credible system led by the brewers association.

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. You may read this publication in the following link: Guidelines for Responsible Commercial Communications .

The Brewers of Europe President Visits the Brewing Industries in the Countries to Join the EU



In the first edition, it was reported on The Brewers of Europe President's ongoing visits to the brewing industries in the countries to join the EU.

The President of The Brewers of Europe, Mr Piero Perron, has now visited all 12 countries to join the EU in 2004 or by 2007.

Mr Perron would like to thank all representatives in the visited countries for the warm welcome which he enjoyed and for the very fruitful discussions and exchanges of views on our joint challenges.

At these meetings, Mr Perron presented an overview on the work of The Brewers of Europe and focused particularly on the alcohol debate and the self-regulation for commercial communications. Please do not hesitate to contact The Brewers of Europe Secretariat if you wish to obtain a copy of the presentations made by Mr Perron in your country.

Apart from these presentations, the issue of membership with The Brewers of Europe was addressed at all meetings and it was with great pleasure to see that the countries showed great interest in the work of The Brewers of Europe and the perspective for membership.

The Brewers of Europe also addressed internally the question of the subscription regime for the new EU countries' brewers associations.

Following these internal discussions, The Brewers of Europe President sent a letter to all 13 accession / candidate countries' brewers associations taking into account the economic particularities of the accession / candidate countries and offering a special accession subscription regime for membership.

Poland and Turkey Apply for Membership at The Brewers of Europe



The Polish and the Turkish Brewers Associations have applied for membership at The Brewers of Europe in October 2003. The Brewers of Europe would like to take the opportunity to thank both associations for their great interest in the work and activities of The Brewers of Europe which they have expressed in the past and for the very fruitful exchange of views on several matters which we had particularly over the last few months.

The applications for membership will be addressed at the next Brewers of Europe Council Heads of Delegations meeting to be held in Brussels on 20 November 2003.

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 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 evi-

dence 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. [Click here for more information.](#)

Drinking and Driving Report In View of World Health Day 2004



Each year, the World Health Organisation holds a "World Health Day" to mark the date of its establishment and to engage the general public in health messages. The theme for World Health Day 2004 is Road Safety, and in this context, the WHO invites and encourages individuals and organisations to provide inputs around the theme.

As a contribution of the brewing industry to World Health Day 2004, the Worldwide Brewing Alliance, formed by The Brewers of Europe, the British Beer & Pub Association, the Australian Associated Brewers, the USA Beer Institute, The Brewers of Canada and the Beer, Wine and Spirits Council of New Zealand, will produce a special edition of its annual report on the issue of drink drive and brewer funded initiatives to combat drink/driving.

It is hoped that the report can be extended to cover the accession (candidate) countries.

You will soon receive from the Secretariat of The Brewers of Europe a questionnaire in this respect.

Current Political Issues



- The Commission's proposal on Health Claims has been forwarded to the Parliament and the Council. For the time being, the draft legislation excludes alcoholic beverages from making health claims. The Brewers of Europe continue their lobbying to retain the possibility of making health claims.
- The Commission has not yet published the report on excise duty rates (shedding light on the unsustainable situation of trade distortions in the EU) and the proposal on distance purchasing (facilitating possibilities for the European consumers to purchase beer across the border at the duty rate of the country of origin).
- According to regulation 178/2002/EEC, adequate mechanisms regarding traceability will have to be implemented by January 2005. The Brewers of Europe are currently assessing the implications for the brewing sector.
- The Commission has launched an infringement procedure against Germany on its packaging deposit system. The Packaging Working Group will continue its lobbying with the Parliament and Commission on this issue, and are in the process of adopting a common position with the Commission against national deposit systems creating barriers to trade in the internal market.