



# Civil Dialogue Group e-meeting HOS Spirits on 19 October 2020

Update from spiritsEUROPE

# Update on the implementation of the Memorandum of Understanding



- **Onboarding** of new co-signees ongoing
- **Rollout** continues
- Test run of **data collection** from members performed
- **E-label** development extended to new, additional platform
- **Official report** to be presented early 2021



## Demonstrated sector commitment

- New & upcoming co-signatures since April 2020
  - Latvia
  - Portugal
  - Denmark
  - Bulgaria (scheduled for Q4 2020)
- Total number of co-signees today: **16**
  - ✓ 9 NAs + spiritsEUROPE
  - ✓ 7 companies

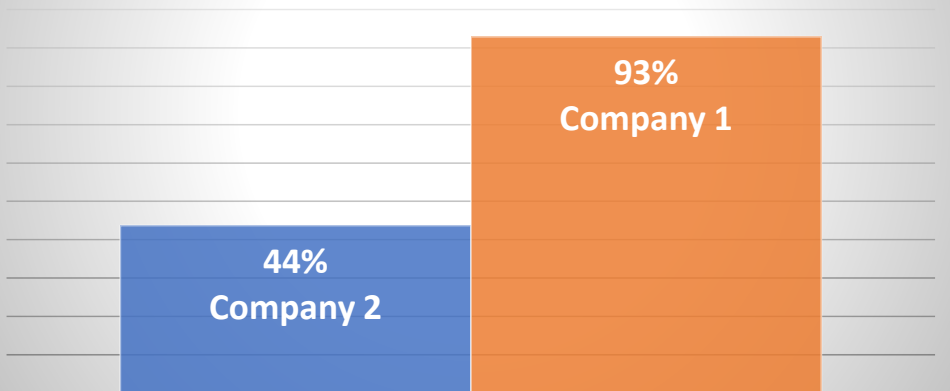


# Rollout & Data Collection Test Run



What % of your total SKU volume sold is labelled with energy information?

*(Survey conducted in May 2020)*



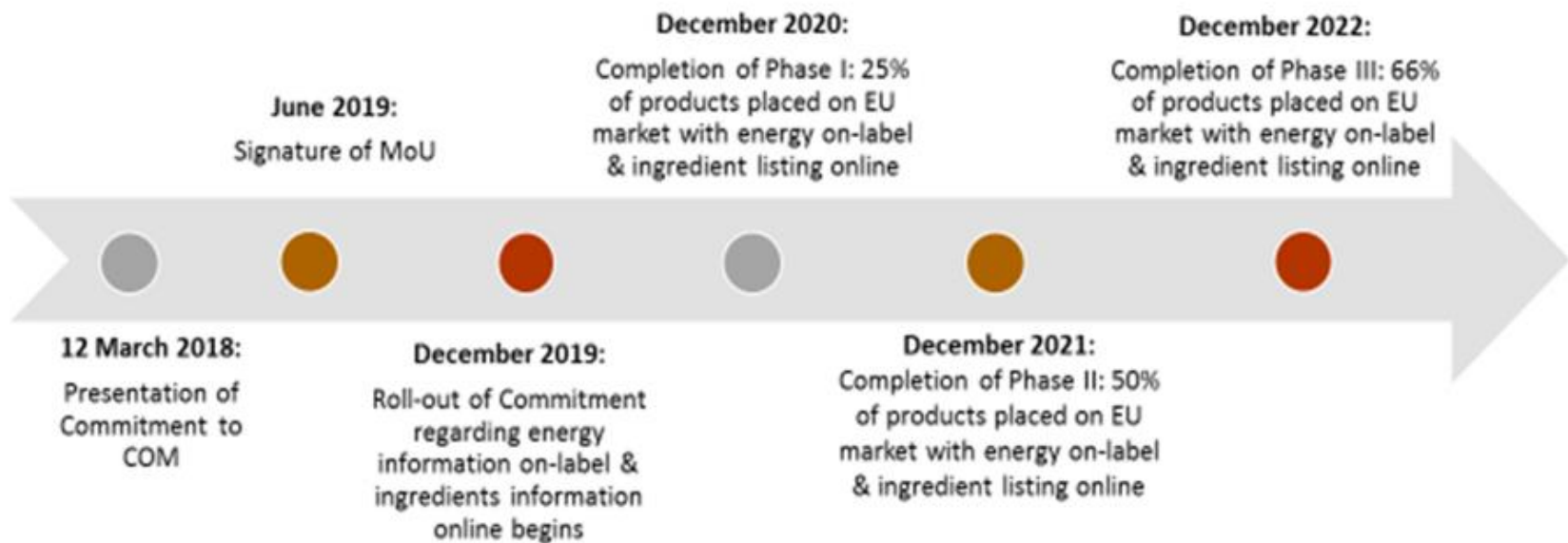
- ✓ Amongst those companies that already provide energy-labelled SKUs on the market, the compliance rate is extremely high
- ✓ One company already provides 93% of their current SKU volume sold on the EU market with energy information on label,
  - ✓ another one reaches 44%
- ✓ spiritsEUROPE supports all company signatories to continue to increase this share further



- On-going cooperation with GS1
  - **Use case in Spain developed**
    - App to scan bar-codes for ingredient & nutrition information
- **NEW: Cross-sector E-label platform**
  - Initiative of CEEV and spiritsEUROPE
  - Fast forward, SME-friendly approach
  - Can be linked to GS1, but also workable without independently
  - Test cases under development



# Official Reporting



The spirits sector has seen:

- Widespread closure of hospitality sector;
- Effective collapse of tourism industry;
- Restrictions on sale;
- Consumer confidence shaken;



What the evidence shows:

- **Alcohol consumption has not necessarily increased.** A YouGov survey of 11,000 across a number of countries (including France, Germany) showed majority of people moderating their consumption or not drinking at all;
- **Restrictions on hospitality and retail are not effective:**
  - Curfews have been shown to cause “runs” on retail, overcrowding on public transport;
  - No evidence that majority of transmission occurs in bars/restaurants





## What would help:

- Evidence-based, proportionate policies;
- Necessary supports to help otherwise-viable businesses survive;
- Tax deferrals/funding injections;
- Resolution of trade disputes;
- Common-sense, inclusive approach



Thank you very much for your  
attention

