



# Civil Dialogue Group (CDG) HOS Spirits Update from spiritsEUROPE

*9 March 2021*

# Rollout of Memorandum of Understanding (MoU)



# Progress on the Implementation of the MoU



**Dynamic rollout process** is progressing:

- 1. More & more energy-labelled SKUs** are being placed on the market
- 2. More & more companies** report on compliance intent/roll-out
- 3. 1<sup>st</sup> Implementation Report** to be finalized by end-March
- 4. More trade associations** are signing up
- 5. A dedicated E-label Platform** is being developed



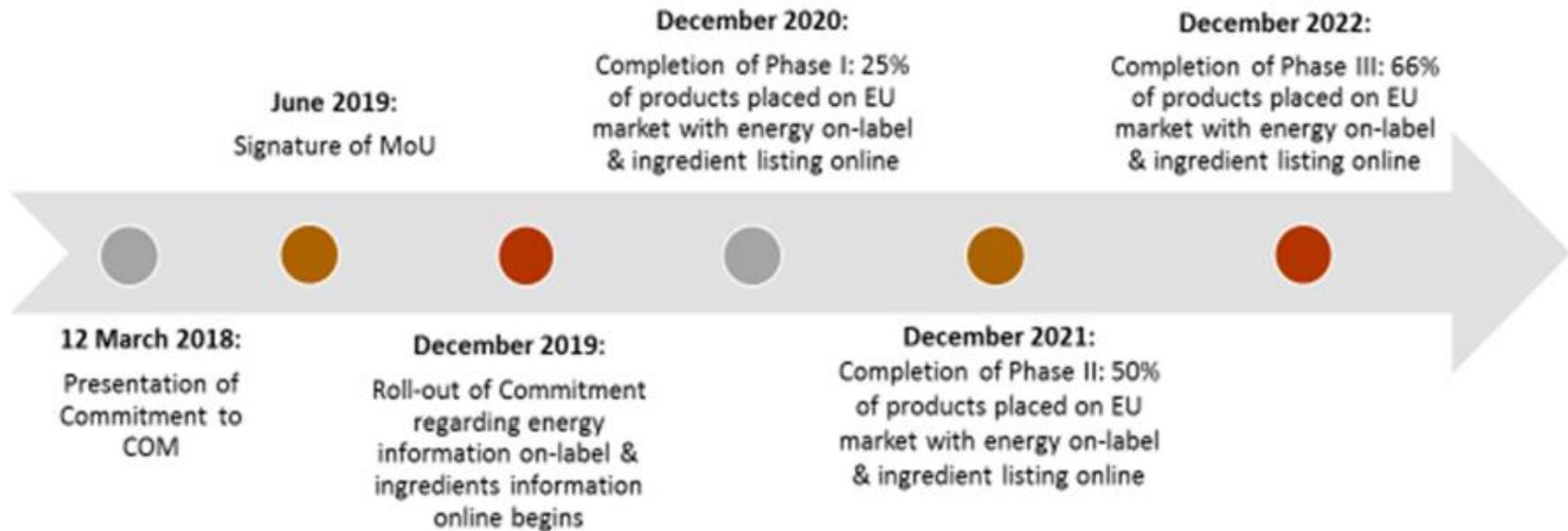
# 1<sup>st</sup> Implementation Report



- 1<sup>st</sup> Implementation Report will assess roll-out progress by 31 December 2020 based on the evaluation of:
  1. company compliance data
  2. EU production/sales market data
  3. selected real-life retail settings
- Time- & resource-intensive process, complicated by COVID-19 situation
- spiritsEUROPE to present & discuss report findings with DG AGRI & DG SANTE & once ready (end-March)



# Official Reporting Timeline



# More & More Signatories



- **Founding signatories in 2019 (=12)**
  - 6 companies
  - 5 trade associations
  - + spiritsEUROPE
- **7 additional signatories since then (=19 TODAY)**
  - 1 company
  - Denmark\*
  - Finland
  - Sweden
  - Latvia
  - Portugal
  - Estonia\*
  - **Bulgaria (scheduled for 2021)**

*(\*=not member of spiritsEUROPE)*



# Development of Dedicated E-label Platform & Solutions



- Joint Initiative of spiritsEUROPE & CEEV
- SME-friendly approach
  - Workable with(out) GS1 affiliation
- Test cases under development
- **Objective: Beta-version ready by summer 2021**
- On-going cooperation with GS1
  - Spirits part of GS1 global food protocol



# Impact of COVID-19



# Negative Impact of COVID-19



- Drastic fall in airport sales/travel retail sector (-70% in 2020)
- Effective collapse of tourism (including long closures of distillery visitor centres)
- Widespread closures of hospitality sector (on average 50% of spirits in the EU are sold in the 'on-trade' channel)
- Significant risk in permanent closures/irretrievable losses of countless hotels, bars & restaurants across Europe – and the negative economic (job losses) & cultural losses that would come with it
- Increasingly challenging global trading environment (EU-US tariffs, COVID-related market access barriers)
- Formidable challenges for European distillers, particularly for those selling predominantly into the HORECA value chain



What our value chain partners and us need now:

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



# Europe's travel & tourism sector calls on EU governments to chart restart plan in time for summer

25 February 2021

***Over 60 travel and tourism organisations unveil concrete recommendations for re-opening travel & tourism in Europe, including creation of Commission-led Task Force to restore freedom of movement.***

The European Tourism Manifesto alliance, a group of more than 60 public and private travel and tourism organisations and the voice of the sector in Europe, today unveiled a series of joint recommendations for EU Member States on how to relaunch travel and tourism in Europe in time for summer 2021. At the heart of the recommendations is the development of an EU roadmap for safely restoring travel once countries emerge from national lockdowns to be developed and implemented in close cooperation with industry and social partners.

A dedicated Commission Task Force for the restoration of free movement of people would lead the development and implementation of the roadmap – and provide ongoing assessments based on risk and the latest scientific data. The goal would be to identify the conditions and scenarios under which current restrictions to international travel could be loosened and ultimately lifted across Europe and beyond. As a result, the roadmap will need to be agile and updated on a regular basis.



The Brewers of Europe



**Working together for a quick, safe & sustainable recovery  
of Europe's hospitality sector**

*The below signatories call for the immediate setting up of a hospitality task force across the EU Institutions to discuss the impact that COVID-19 has had on business and jobs and deliver a road map for the recovery of the hospitality sector and its value chain*

A blurred background image showing a landscape with a field and trees under a dark sky, possibly at dusk or dawn.

# The European Green Deal - Farm 2 Fork: Code of Conduct



# Code of Conduct on responsible business and marketing



- spiritsEUROPE welcomes the Code of Conduct & EU Action to encourage sustainability-promoting measures in self-regulation
- spiritsEUROPE participates in coordination with FoodDrinkEurope
- Code's timeline is overly ambitious (especially against COVID-19 reality)
- Wide stakeholder engagement is appreciated; it must result in a fair, transparent & inclusive dialogue



## **spiritsEUROPE's top 5 ingredients to make the Code of Conduct a success**

1. All sustainability pillars (environmental, social, economic) are addressed equally
2. Science & scientific evidence guide the way
3. No discrimination against any one ingredient, food/drink or product category
4. Respect for and recognition of GI products
5. Sufficient time to implement initiatives



Thank you very much for your  
attention

