



A SPIRIT OF  
**Tradition**  
**Growth**  
**Sustainability**  
**Innovation**

# CDG HOS – Spirit Drinks

**4 November 2022**

*Updates from spiritsEUROPE*



A SPIRIT OF  
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# 4. GI Revision

Distilled spirits are as diverse as the EU itself:

- spanning 44 product categories, and
- including 250 spirits GIs that contribute to the culture of their regions.





# spiritsEUROPE's position *incl. amendment proposals on COM text*

Our comments focus on:

- 1. Producer Groups**
- 2. Sustainability provisions**
- 3. GI protection**
- 4. The role of the European Intellectual Property Office – EUIPO**



# Our key messages

## 1. Producer Groups

- The **revision may not weaken the diversity and specificities of existing schemes** across the EU Member States
  - No interference in the legal status and internal governance of private entities (at the same time)
  - No interference in existing systems requiring mandatory membership
- The **participation of third parties** to the activities of producer groups is a **point of concern**
- Need to complete COM proposal for a definition of ‘recognized producer groups’ as to ensure equal rights/obligations to EU and third country GIs as recognized by the EU



# Our key messages

## 2. Sustainability

- There is a strong need to **integrate/acknowledge ongoing sustainability efforts across policy areas** (e.g. PPWD, Code of Conduct, ...)
- Maintain/strengthen COM's approach that sustainability efforts need to take account of **local conditions** and remain **voluntary**



# Our key messages

## 3. GI protection

- Strengthening of the existing legal basis & increased GI protection, also online, is of key relevance and greatly appreciated
- Consistency with the Spirit Drinks regulation absolutely necessary (e.g. concerning the protection of GIs as ingredients, GIs as food name, ...)



# Our key messages

## 4. The role of the European Intellectual Property Office – EUIPO

- Need to clearly define the powers/tasks the COM may delegate to EUIPO in form of an exhaustive positive list and may include only non-essential tasks.
- EU COM to maintain the exclusive competence/responsibility for the registrations of GIs, at least
  - (1) acceptance of applications and their publication;
  - (2) oppositions;
  - (3) cancellations; and
  - (4) amendments to the technical files.
- Need for strong attachment of the sector to the competence of DG AGRI on GIs



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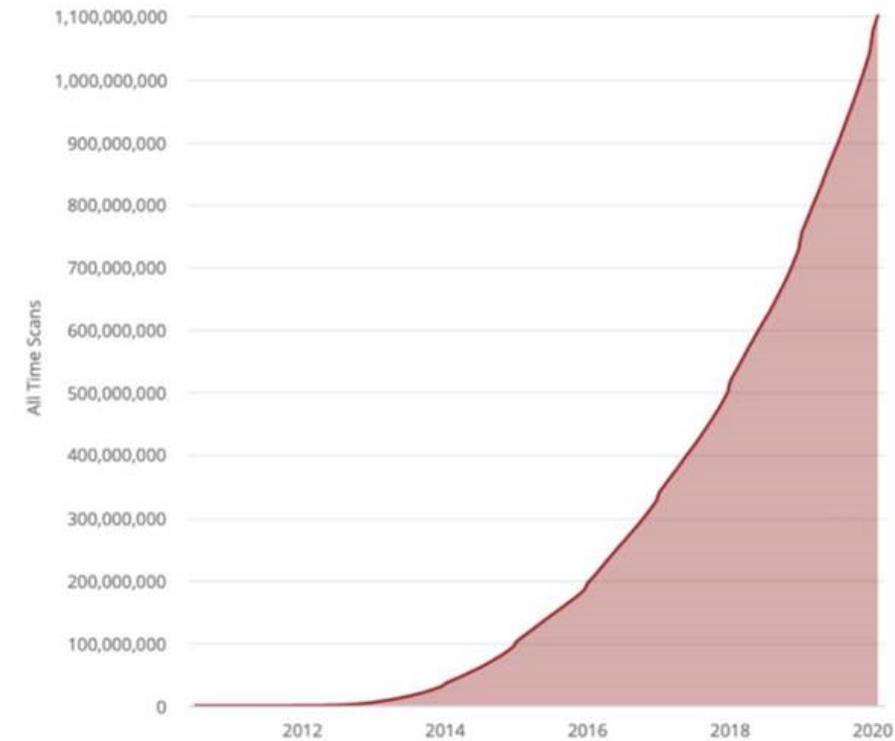


## 5. Consumer Information



## c. JRC Literature Review on Digital Consumer Information

- ◆ Review suggests ‘that consumers’ use of online means of food information provision is low’.
- ◆ It is concerning that the report bases its conclusions in relation to QR codes on a study from 2019, claiming that « consumers are not used to have smartphones available to scan products ».
- ◆ Scope of the study was limited to research published prior to spring 2021 (the 5 articles reviewed date from 2019 [2], 2015, and 2013 [2] respectively and thus evaluate a situation that is no longer reflecting realities – in terms of digital technology access & use – on the ground).
- ◆ The review thus fails to adequately take into account the rapidly evolving developments in terms of use and adoption of digital food labels, particularly during the past 18 months
- ◆ Review is in sharp contrast with figures reported by food scanning apps such as Vivino (2bn scans) or Yuka – 25 million of users, 5 millions of products scanned daily (2021), as well as with the spur of QR codes appearing on food packaging to provide consumers with additional information on diverse features of the products we can all notice in our supermarkets.
- ◆ It would be inadequate and incorrect to base considerations regarding digital labels in the IA and a future FIC proposal predominantly on the – somewhat outdated – findings of the JRC report

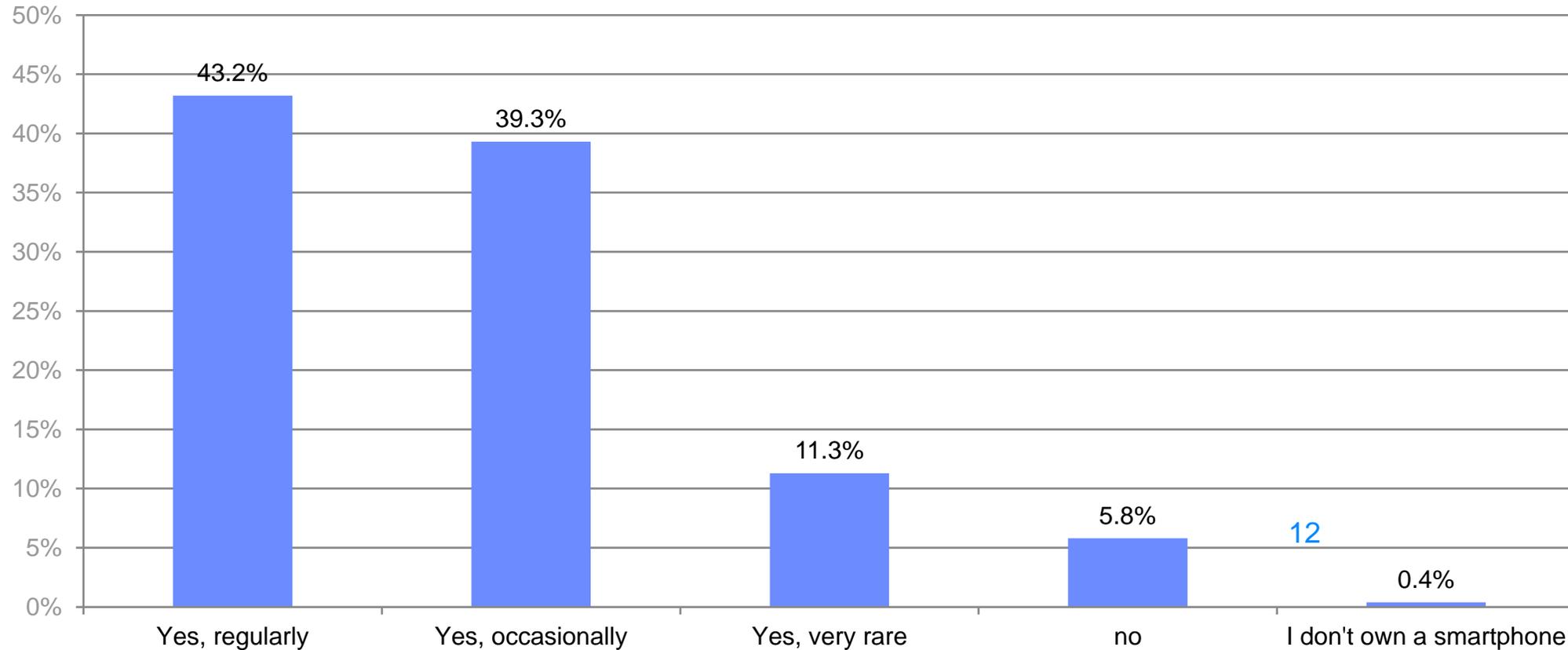


## DIGITAL LABELS: KEY FINDINGS FROM APPINIO SURVEY

- Vast majority of consumers (8 out of every 10) are used to scanning QR codes (43% scan them regularly, 40% occasionally)
- QR code scanning has grown rapidly in past 2 years
- 3 out of every 4 consumers have already scanned a QR code on a food/drink product for information - nearly all of those find this an easy way of accessing product information
- Convenience, relevance & readability of information are named as the greatest advantages of digital labels (vs. physical labels)
- Half of consumers are using Apps for food/drink products (varies between countries, CZ lowest, ITA/F highest)
- Europeans want legislation on digital labels: 80% would welcome rules
- Most consumers only look at consumer information occasionally – some never look at labels at all, others look every time.

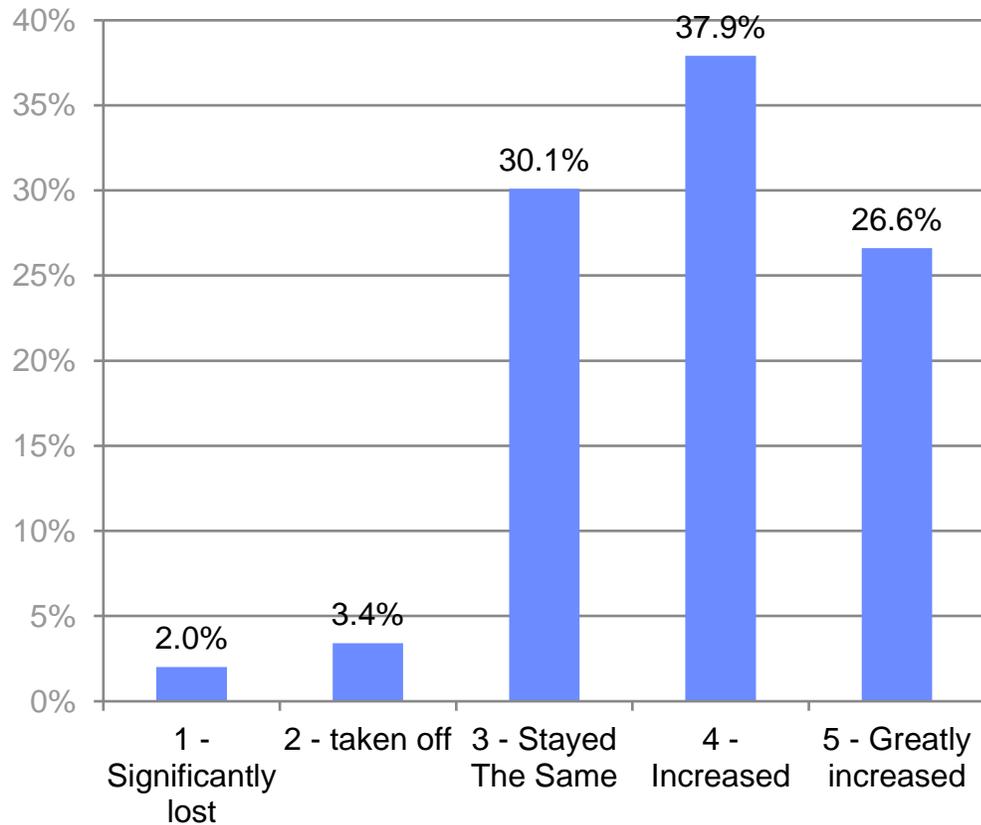
## 2. Have you ever scanned a QR code with your smartphone?

Einzel-/Mehrfachauswahl



### 3. How much has the number of QR code scans you performed with your smartphone changed in 2021 (compared to 2019 — before COVID-19)?

Likert-Skala

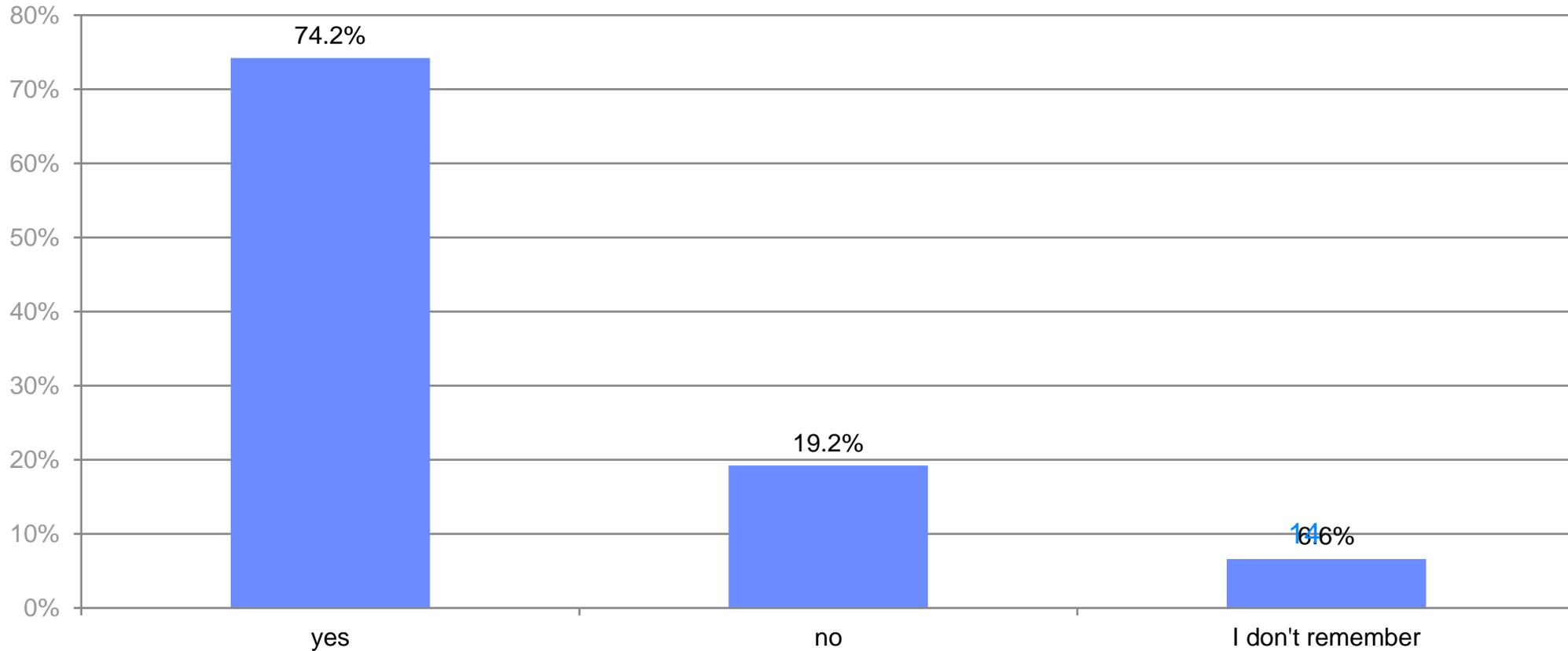


	Durchschnitt	Std. Abw.	Top 2	Bottom 2
Gesamt	3,84	0,92	64,52%	5,35%

13

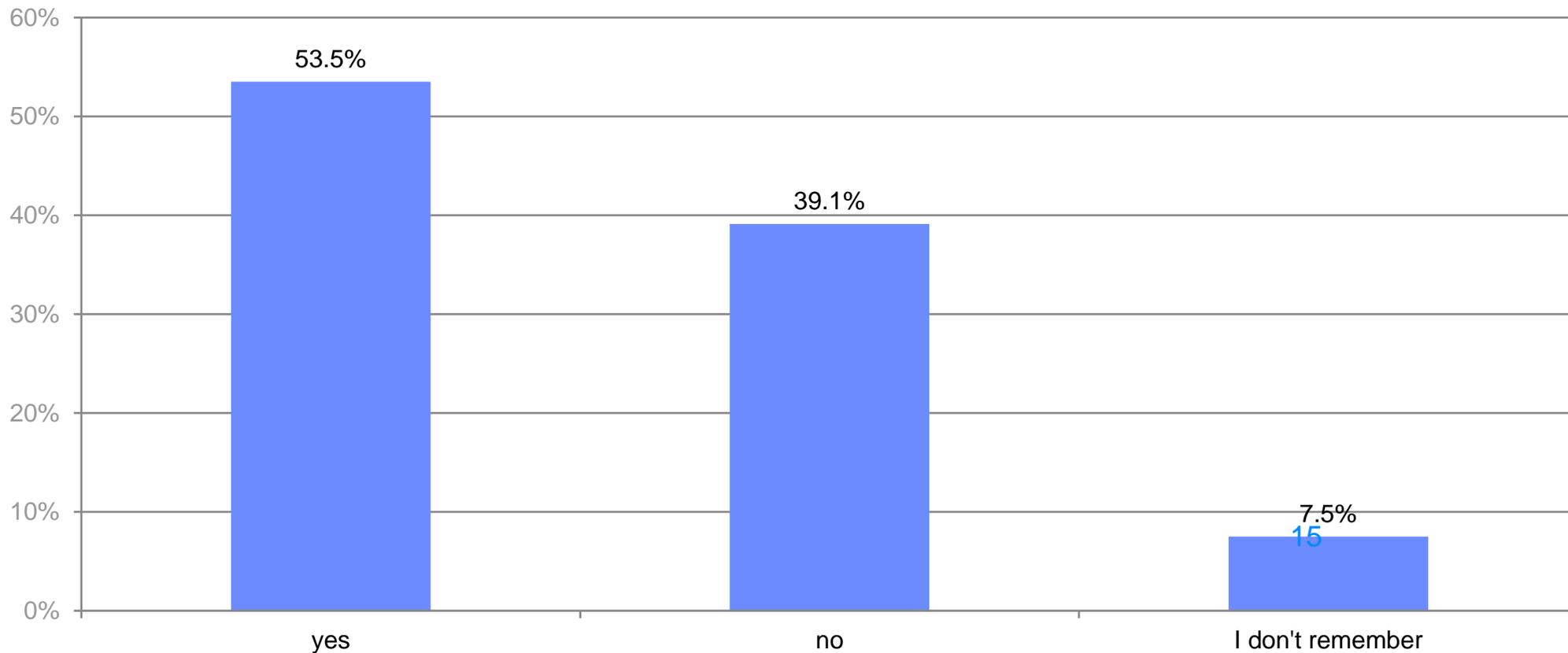
#### 4. Have you ever scanned a QR code that you found on the label of a food or beverage product?

Einzel-/Mehrfachauswahl



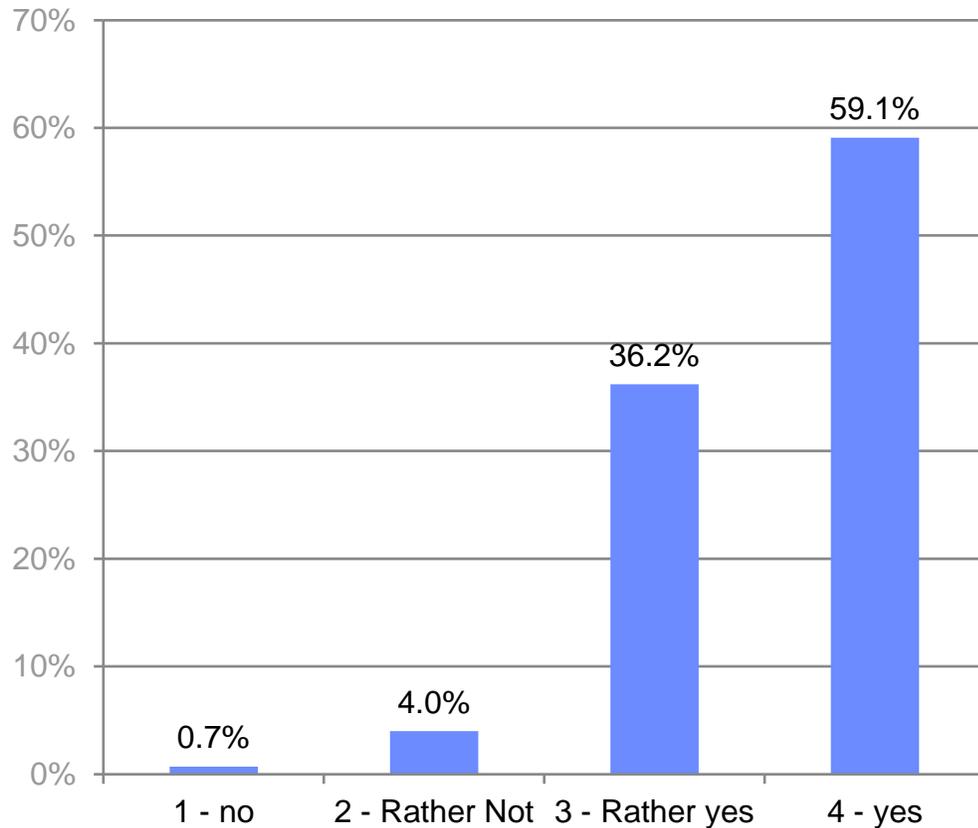
5. Have you ever scanned the label of a food or beverage product using an app on your smartphone (such as the Vivino app for wine) to learn more about the product?

Einzel-/Mehrfachauswahl



## 6. Do you think scanning a QR code on a food or beverage product is a handy way to get more product-specific information?

Likert-Skala

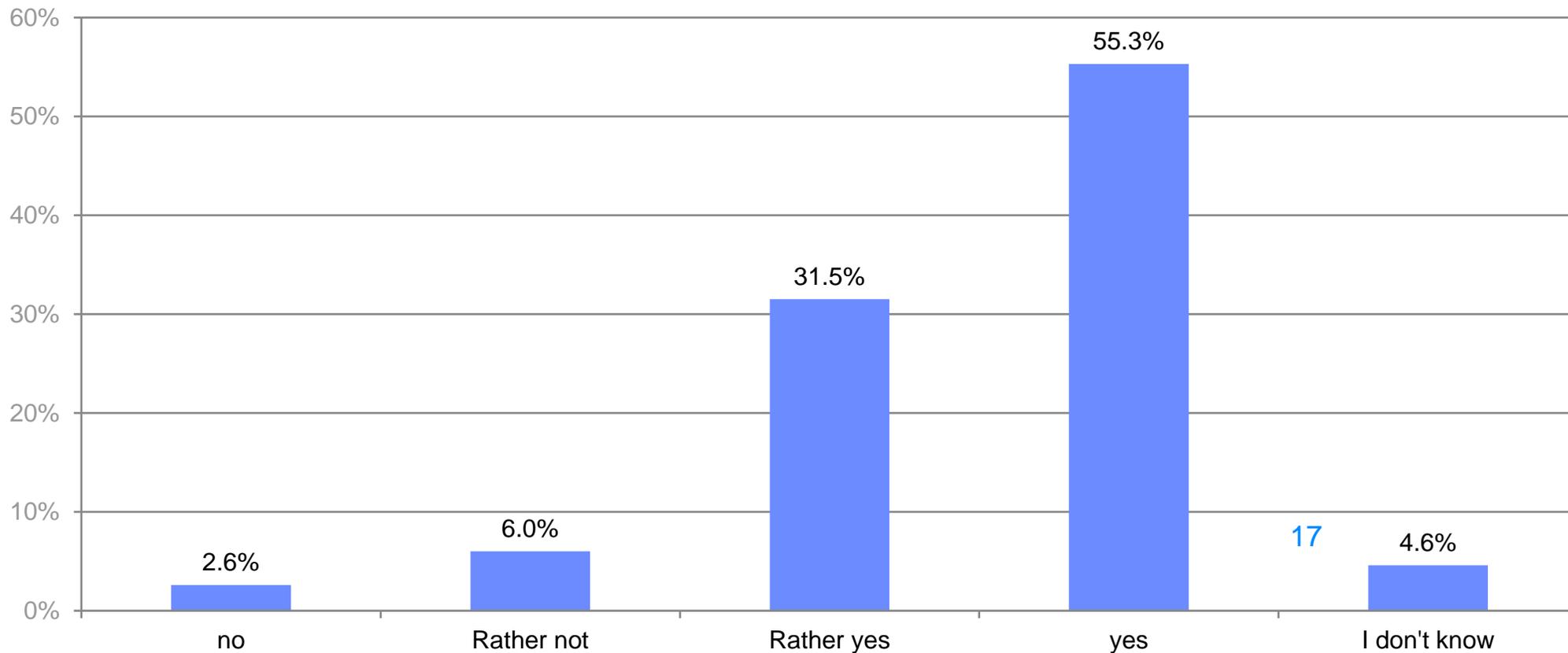


	Durchschnitt	Std. Abw.	Top 2	Bottom 2
Gesamt	3,54	0,61	95,32%	4,68%

16

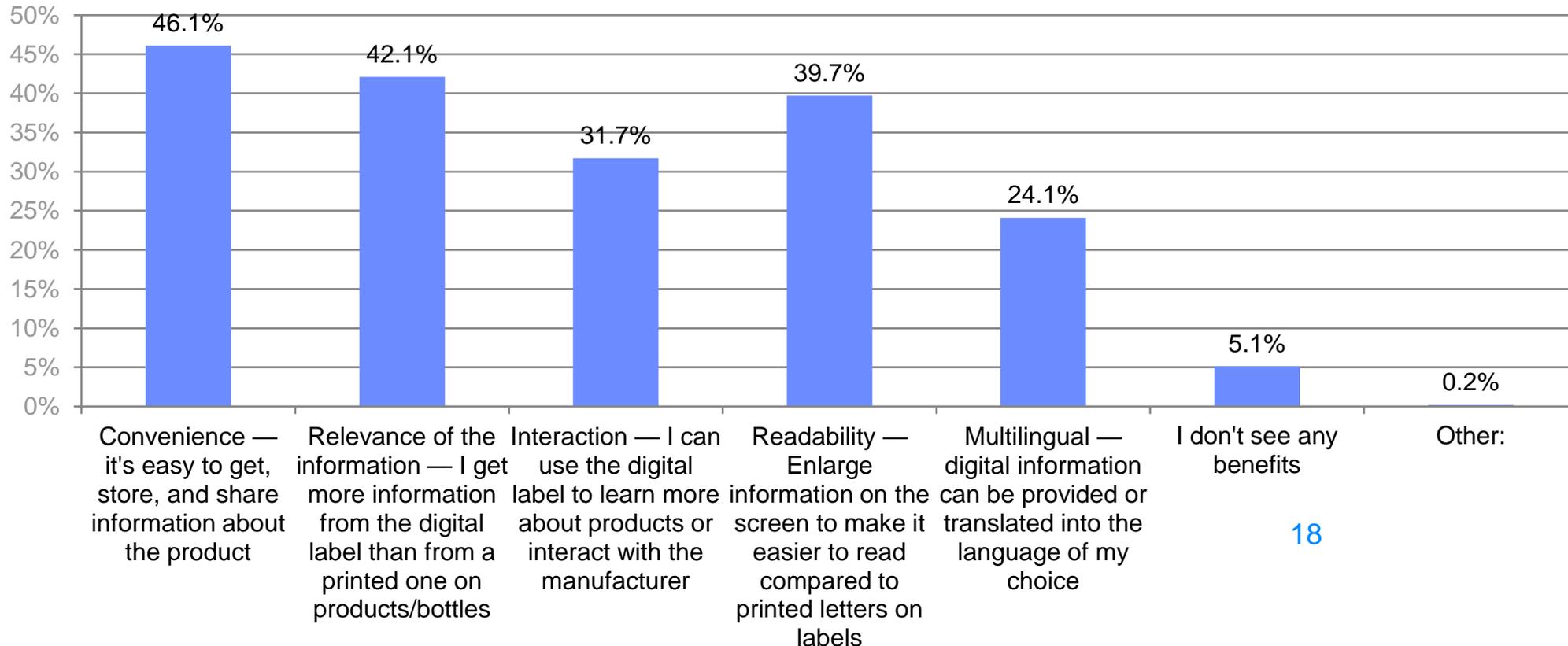
7. Do you think policies should be put in place to ensure that product-specific information conveyed digitally (such as via a QR code or barcode scan) is truthful and accurate?

Einzel-/Mehrfachauswahl



## 8. What do you think are the biggest benefits of communicating product-specific information digitally (e.g. via a QR code on a product)?

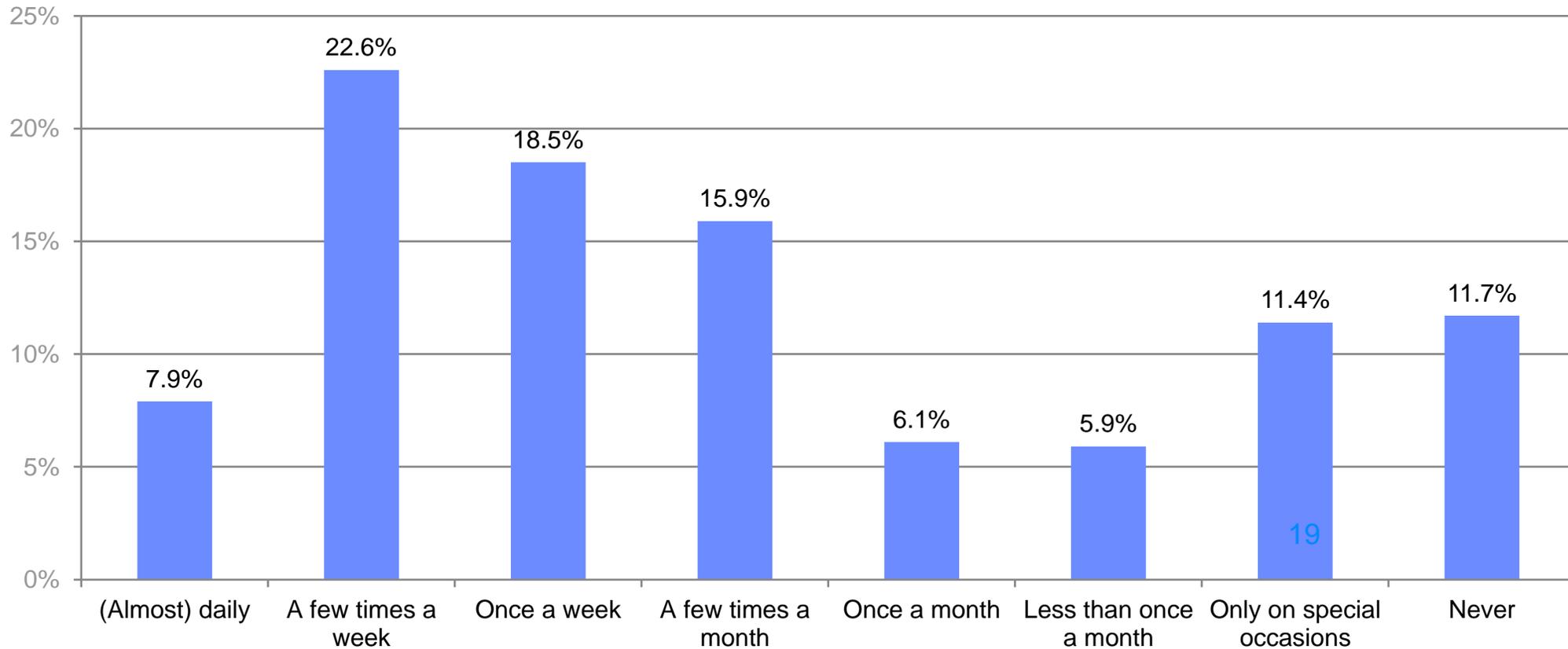
Einzel-/Mehrfachauswahl



18

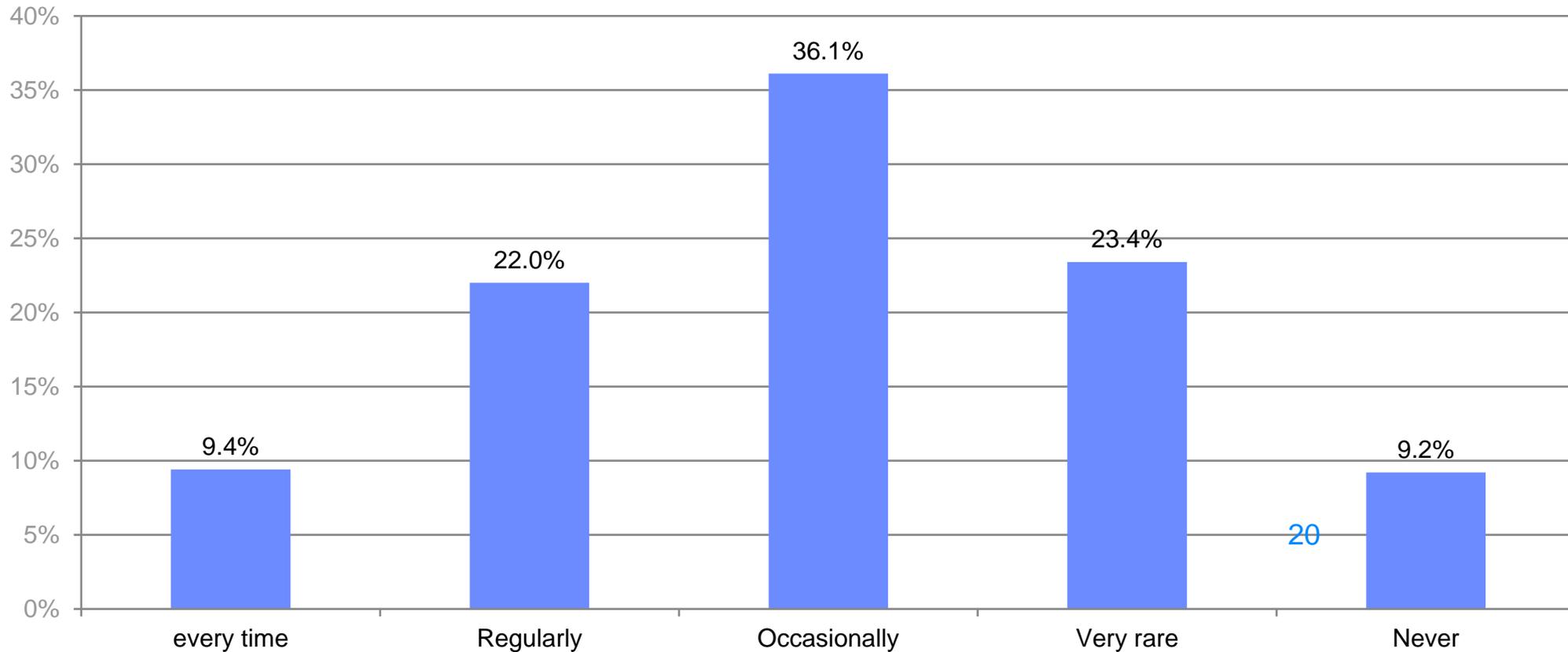
# 9. How often do you drink alcoholic beverages?

Einzel-/Mehrfachauswahl



10. While shopping/browsing the store, how often do you read the labels on the back of alcoholic beverages for product information and drinking instructions?

Einzel-/Mehrfachauswahl



## d. Implementation of spiritsEUROPE's Memorandum of Understanding (MoU) on consumer information



### MEMORANDUM OF UNDERSTANDING

ON THE PROVISION OF NUTRITION INFORMATION & INGREDIENTS LISTING  
OF SPIRIT DRINKS SOLD IN THE EU

4 JUNE 2019  
PARIS

◆ *The objective is to ensure that the collective total EU market share (by volume) of products placed on the EU market providing energy information on-label and list of ingredients online will constitute at least:*

- ◆ **25 % by 31 December 2020 ✓**
- ◆ **50 % by 31 December 2021 ✓**
- ◆ **66 % by 31 December 2022**



SALMIAKKI

# hotti

RAIKKAAN SALMIAKKINEN HOTTI SYNTYI KUN L  
SALMIAKIN SEURAKSI PULLON KOTIMAISISTA P  
UUTETTU TISLETTÄ, MANDA TÄY-  
DOKNETTIIN TIPALLA SETRUUNAA JA  
LAKRITSIA. SOPPI NAUTTTAVAKSI  
SELLAISENAAN.

**Lignell & Piispanen**

SUKARANTA 20, 70620 KUPIO  
WWW.LIGNELLPIISPANEN.FI

0,20 €  
16 x 30ml = 50kcal  
220kJ  
Energiaa 100ml = 170 kcal/720kJ

30ml = 220kJ  
100ml = 720kJ

8 000353 001336

## LIQVORE S'ANTONIO

la specialità di Padova preparata con infusi di preziose erbe e di rare  
che ne formano il sottile aroma e il delicato sapore. Va bevuto liscio,  
e o ghiacciato. Ottimo nella confezione di dolci, nella macedonia di  
nel gelato. Con aggiunta di acqua ben calda è gradevolissimo srog

LUXARDO S.p.a.  
OMANA, 42 - TORREGLIA (PD) ITALIA - www.luxardo.i  
CODICE ACCISA IT00PDA00005P

Ingredienti: acqua, alcool,  
ero, aromi naturali.  
anti: caramello E 150b  
- E 131

23 x 30ml = 387 kJ  
93 kcal  
100 ml = 309 kcal/1290 kJ

8 000353 001336

AÑEJO SUPERIOR  
RON

LOS MAESTROS BOMBEROS DE BRUJAS ELAS  
PERSONAL: ENTE CADA UNA F / LAS BARRICA  
MORLE BLANC, AMERICANO, LE / DNAS POR UN  
BOURBON. QUE SON DEST / AÑAS A CREAR  
CARACTER ÚNICO DE BRUJAS AÑEJO. SUS ENVI  
DE HASTA 5 AÑOS, APORTAN EL EQUILIBRADO S  
CARAMELLO Y MADERA QUE LO HACE ÚNICO

responsibledrinking.eu

30ml = 258 kcal/1080 kJ

# LUXARDO

## Alkermes

### LIQVORE

Ingredienti: Acqua, alcool, zucchero,  
glucosio, aromi. Colorante E 120.

27% Vol. 500 ml e  
17 x 30ml = 324 kJ  
77 kcal  
100 ml = 258 kcal/1080 kJ

винпром  
ТРОЯН

Отмечена Троянска сливова ракия  
Плодова дестилатна спиртна напитка

Произведена и бутилирана от  
"ВИНПРОМ - ТРОЯН" АД,  
ар. Троян, ул. "Акад. А. БалеВски" № 16,  
Република България.

Висококачествена Троянска сливова ракия,  
кратко отлежава не по-малко от 6 месеца в  
дъбови бъчви до постигане на характерния  
златист цвят, аромат и мек вкус.

0,7 л + 40% vol.

TC: 85-2014  
Удостоверение № 10

3 800009 020288

PACHARÁN NAVARRO  
BAINES  
LICORES BAINES, S.L.

Ingredientes: alcohol y azúcar

336 kJ  
80 Kcal  
100 ml = 336 kJ/141 kcal

Más información en www.pacharan.com

8 413004 010227

GAARDS DOBBELT A

NUTRITIONAL INFORMATION

	kJ	kcal	alcohol	carb	fat	protein
per 30ml	278	67	15	0	0	0
per 100ml	926	222	50	0	0	0

8 000353 001336

SLAY A FEW OF YOUR DRAGONS

slay folk have told tales of heroes and dragons.  
redberg's flavour breathing dragons. Dwelling in  
riching staves and burning barrels, they say  
watering product of its fiery temperament...

carbon casks, fragrant patchouli interlaces with  
teal and saddle soap. billowy clouds of sweet  
meats the palate, as hizar wood, sage and  
ore. So pull up your chest and breathe out

25 x 30ml = 87kcal/362kJ  
100ml = 290kcal/1206kJ

www.responsible-drinking.eu

5 010494 968781

DRINKIQ.COM

FOR MORE INFORMATION VISIT DRINKIQ.COM

- Mit Farbstoff: E102, E110, E120, E133
- Επισημολογ: ΝΤΙΛΙΖΕΟ ΕΛΛΑΚΕ Α.Ε., ΑΝΘΥ ΒΟΜΑ 27, 15124, ΜΑΡΟΥΣΙ
- Imported by DBB, Molenweg 12, 7014 BG, NL

23 x 30ml = 106 kJ/25 kcal  
100ml = 458 kJ/191 kcal

51.7%

PLEASE RECYCLE TANQUERAY.COM

OBAN.

DRINKIQ.COM

100ml = 986 kJ/221 kcal

Importado y distribuido por: Brown-Forman  
Spain S.L.U. Plaza de Cataluña 5, 08002  
Barcelona, España

WWW.DRINKIQ.COM

BOTTLED IN THE EU

30ml = 302kJ  
72kcal  
100ml = 1005kJ/242kcal

700ml 35% Vol.

5 099873 001370

JACK DANIEL'S.COM

THE FAMOUS GROUSE

premium whisky isn't just something we  
the foundation of our craft since 1860. We  
the finest ingredients to create a natural spirit  
of time imparts the wonderful flavour  
casks. Add to this the passion of skilled  
ous obsession with quality and you get  
mous, rich, sweet, well-rounded whisky

www.thefamousgrouse.com  
Please enjoy responsibly

23 x 30ml = 275kJ  
66kcal  
100ml = 916kJ/221 kcal

responsible-drinking.eu

40% vol. 700ml

Distillery address: Edrington Sweden A.B. Luntmakargatan 46, Box 230, SE-221 22, Lund, Sweden  
Imported by: Edrington & Son Limited, 2500 Great Western Road, Glasgow G6 2 8JF, Scotland

ABSOLUT VODKA

23 x 30ml = 215 kJ  
51 kcal  
100 ml = 726 kJ/174 kcal

8 000353 001336

ENERGY

18 x 40ml = 407 kJ  
97 kcal  
100ml = 1017 kJ/244 kcal

ENERGY

23 x 30ml = 317 kJ  
77 kcal  
100ml = 1059 kJ/256 kcal

ENERGY

23.3 x 30ml = 285.2 kJ  
68.2 kcal  
100ml = 227.2 kcal/950.6 kJ

ENERGY

23 x 30ml = 285.2 kJ  
68.2 kcal  
100ml = 227.2 kcal/950.6 kJ

# 2<sup>nd</sup> Implementation Report

◆ Available online here:

<https://spirits.eu/upload/files/positionpapers/CP.MI-067-2022%20-%20Memorandum%20of%20Understanding%20-%202nd%20Implementation%20Report%20-%20FINAL.pdf>



CP.MI-067-2022 /18 May 2022

## Memorandum of Understanding (MoU) on the provision of nutrition information & ingredient listing of spirits drinks sold in the EU

### 2<sup>nd</sup> Implementation Report

#### Rollout progress during Phase II (1 January – 31 December 2021)

May 2022

#### Executive Summary

During Phase II (1 January – 31 December 2021), Europe's spirits sector has continued to deliver successfully on the commitments made in 2019 with regards to the provision of nutrition information and ingredient listing of spirits drinks sold in the EU. By the end of Phase II, an estimated 50% of all hl of spirit drinks released on the market in the 31 countries analyzed (EU-27 plus UK, Switzerland, Norway and Iceland) included on-label energy information.

Notably, during Phase II, significant progress was made in:

- ✓ **Launching a sector-wide digital consumer information platform:** together with the wine sector, the spirits sector built a bespoke E-label Platform which launched on 1 December 2021 and allows the development of tailored e-labels in an easy, reliable and cost-efficient way. Within the first months, more than 30 spirits companies have registered to the platform and created more than 400 e-labels.
- ✓ **Mobilising SME producers to change labels & sign up to the MoU:** during Phase II, a growing number of smaller producers have started to enact label changes and have co-signed the MoU. The formal signature of 59 SMEs on 18 May 2022 shows that the MoU is a truly sector-wide approach which is supported and implemented across companies of all sizes.
- ✓ **Widening the geographical reach:** the co-signing of the MoU by 6 additional national producer associations during Phase II shows the broad geographical reach of the initiative.

The MoU has continued to prove its value to:

- **European consumers:** by obtaining energy information on-pack as well as ample product-specific information (ingredient listing, nutrition declaration, additional information) via dedicated e-labels.
- **producers:** by providing them with clear, appropriate, and harmonized guidance on consumer information for spirits drinks sold in the EU. This, in turn, has enabled the sector to make rapid progress in the roll-out and go well beyond what is currently mandated by EU rules.
- **policy-makers and regulators:** by showing that tangible progress can be achieved through adequate self-regulatory initiatives.



# Insights on achievements on the 2<sup>nd</sup> Milestone

- **An increasing number of producers started to report on compliance intent and roll-out**
  - especially also in the SME community across the EU
- **More trade associations keep on signing up to the MoU**
  - Widening of the geographical reach
  - Widening the impact of this landmark co-regulatory initiative in the EU
- **Launch of E-label platform “U-label” end 2021 important driver of MoU**
  - **Push to SMEs interest to implement the MoU**
  - Interest across stakeholders, such as retailers and their associations
  - Regular interaction points organised by spiritsEUROPE to enable all companies to use u-label (peer to peer feedback)
  - Seminars to national associations and their (SME) members

# The E-label in detail

AA u-label.com

**u-label** Digital Information

ENGLISH



**Lough Ree Distillery**  
**BART'S IRISH WHISKEY**

Blended Irish Whiskey. Non Chill Filtered and Natural Colour.  
Irish Whiskey

Ireland • 46% vol

*bottled for* : Lough Ree Distillery • Main Street, Lanesborough, Co Longford, N39 P229, Ireland

RESPONSIBLE CONSUMPTION



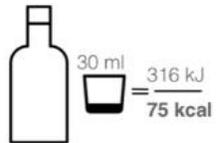
**responsibledrinking.eu**

askaboutalcohol.ie

INGREDIENTS

Whiskey (Cereal distillate and water)

NUTRITION DECLARATION



30 ml = 316 kJ / 75 kcal

100 ml = 1053 kJ / 252 kcal

	100ml	30ml
Energy	1053kJ	316kJ
	252kcal	76kcal
Fat	0g	0g
of which		
Saturates	0g	0g
Carbohydrate	0g	0g
of which		
Sugars	0g	0g
Protein	0g	0g
Salt	0g	0g

SUSTAINABILITY



ABOUT THE COMPANY

[More info](#)



**LOUGH REE**  
DISTILLERY  
LANESBOROUGH  
CO. LONGFORD - IRELAND



## Next steps

- ◆ Run up to 3<sup>rd</sup> Milestone (66% by end 2022)
  - Continue full push and member support
  - Accelerate uptake in countries that are behind (focus on SMEs)
- We call on the European Commission to include the MoU approach (energy on-pack, ingredient listing and full nutrition declaration provided by e-labels) in the upcoming proposal on food information to consumers (FIC Regulation) [Option 1a of the Impact Assessment]



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## 6. DG SANTE Mapping



## a. Observations from the sector

- ◆ The Mapping study does not provide consistent and robust evidence that pricing policies reduce alcohol-related harm. The evidence presented is often contradictory, scarce, and not replicable throughout the EU. spiritsEUROPE supports a wide range of measures which can reduce alcohol-related harm, among which pricing policies may play a role.
- ◆ Taxes were & are primarily fiscal policy measures rather than motivated by health reasons.
- ◆ Not much scientific evidence was provided to demonstrate that fiscal policy measures have a positive impact on alcohol-related health outcomes. The findings of the referenced studies are mixed and inconclusive.
- ◆ Findings from case countries (Australia, Baltics, Finland, Greece, and Scotland) based on which the authors mainly draw their conclusions are not consistent with the provided empirical evidence.
- ◆ Since fiscal policy measures had extremely little impact on alcohol-related deaths at best, the health-related recommendation to introduce ‘taxation by degree of alcohol’ can hardly be sustained by the provided evidence.

Thank you very much for your attention!