

# CHARTER ON RESPONSIBLE ALCOHOL CONSUMPTION



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## INTRODUCTION

Spirit drinks have been enjoyed by European consumers for centuries. When consumed responsibly, as they are by the vast majority of people, spirit drinks form part of a balanced and healthy lifestyle and make a major contribution to the EU society, culture and economy.

Excessive or irresponsible consumption of spirit drinks, like all alcoholic beverages, may cause harm, not only to the individual consumer but to society at large. The European

spirits industry has a long standing commitment to responsibility, both through its own actions in marketing its products responsibly, and by its programmes to combat alcohol misuse and to promote responsible consumption by those adults who choose to drink.

The purpose of this Charter is to ensure that this commitment continues and, where appropriate, is reinforced.

# THE CHARTER

## 1. RESPONSIBLE DRINKING MESSAGES

All European Spirits Organisation members agree to promote the responsible consumption of spirit drinks. By 2010, where permitted under national law, 75 % of advertising (print including billboards, TV/cinema and website) undertaken by members will include responsible drinking messages. The form, content and size of the communication will be up to individual members to decide, but it must be clearly visible to consumers and it is strongly recommended that these decisions are taken in consultation with relevant national stakeholders.

## 2. CODES OF CONDUCT ON MARKETING OF SPIRIT DRINKS

All members will ensure that no form of commercial communication about their products should encourage or condone the excessive consumption or misuse of spirit drinks or specifically target under age drinkers. All members fully adhere to the principles enshrined in the EFRD<sup>1</sup> 'Common Standards on Commercial Communications'.

These principles cover:

- Misuse;
- Under-age drinking;
- Drinking and driving;
- Hazardous activities, workplace and recreation;
- Health aspects;
- Pregnancy;
- Alcohol content;
- Performance;
- Social success;
- Sexual success.

All national codes of conduct in all EU Member States should incorporate as a minimum the principles laid down in these Common Standards by 2010, taking into account the specificities of existing self-regulation mechanisms. Whilst enforcement of national codes can only be down to national law and practice, systems must exist at the national level to ensure compliance amongst members. Members should also play a role in establishing national systems whereby irresponsible behaviour by non member spirits producers can be condemned or limited.

<sup>1</sup> The European Forum for Responsible Drinking.

### 3. PRODUCT DEVELOPMENT

Experience suggests that the launch of new products may cause particular public scrutiny. In developing new products members undertake to do so in a responsible manner and apply the same rules and high standards as those applicable to the marketing of existing spirit drinks.

### 4. UNDER AGE DRINKING

Members support an EU wide minimum purchasing age for alcoholic beverages. Members will work closely with national authorities in ensuring that minimum purchasing age legislation is enforced, by contributing, for example, to Retail and Server Training Schemes and to campaigns to enhance awareness of the legal drinking age, or in their terms and conditions of supply with retail and hospitality outlets.

### 5. DRINKING AND DRIVING

Members will continue to work with national authorities in ensuring the dangers of drinking and driving are widely communicated, through, for example, supporting drink driving programmes.

### 6. EDUCATION

In order to encourage more effectively responsible consumption of spirit drinks, 'responsible consumption' must be defined. The European Spirits Organisation and its members will work with decision makers and other stakeholders, at the national and, where relevant, EU level in agreeing definitions of sensible and dangerous drinking levels and implementing the wide communication thereof.

### 7. IMPLEMENTATION OF THE CHARTER

The European Spirits Organisation will annually review and report publicly on the progress of implementation of this Charter. On the basis of this annual evaluation, the European Spirits Organisation will:

- Identify and propose areas for improvement in those markets where it is required;
- Identify best practice and promote it widely.

**Signed: Brussels, November 2005.**

# SIGNATORIES OF THE CHARTER

## **AUSTRIA**

- Fachverband der Nahrungs- und Genussmittelindustrie Österreichs - (FNGO)

## **BELGIUM**

- Fédération Belge des Vins et Spiritueux asbl - (FBVS) / Belgische Federatie van Wijn en Gedistilleerd vzw - (BFWG)

## **CYPRUS**

- Association of Wine & Spirits Producers Cyprus – (AWSPC)

## **CZECH REPUBLIC**

- Union of the Czech Spirits Producers – (UCSP)

## **DENMARK**

- Foreningen af Danske Spiritusfabrikanter c/o V&S Danmark A/S - (FDS)

## **ESTONIA**

- Estonian Spirits Association – (ESA)

## **FINLAND**

- Finnish Food and Drink Industries' Federation - (FFDIF) / Finnish Alcoholic Beverages Industries' Association - (FABIA)

## **FRANCE**

- Bureau National Interprofessionnel de l'Armagnac - (BNIA)
- Bureau National Interprofessionnel du Cognac - (BNIC)
- Fédération Française des Brandies - (FFB)
- Fédération Française des Spiritueux - (FFS)

## **GERMANY**

- Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. - (BSI)
- Bundesverband der Obstverschlussbrenner e.V. - (BOVB)

## **GREECE**

- Federation of Greek Distillates and Spirits – (SEAOP)

## **HUNGARY**

- Union of the Hungarian Alcohol Industry - (UHAI)

## **IRELAND**

- Irish Spirits Association - (ISA)
- Irish Whiskey Distillers Association - (IWDA)

## **ITALY**

- Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini - (FEDERVINI)

## **LATVIA**

- Association of Latvian Spirits Producers and Distributors – (LADRIA)

## **LUXEMBOURG**

- Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux – (FLPVS)

## **POLAND**

- Polish Spirit Industry – (PSI)

## **PORTUGAL**

- Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos - (ACIBEV)
- Associação Nacional de Empresas de Bebidas Espirituosas - (ANEBE)

## **SLOVAK REPUBLIC**

- Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)

## **SLOVENIA**

- Non-Alcoholic and Alcoholic Beverages Association of Slovenia – (NAABAS)

## **SPAIN**

- Federación Española de Bebidas Espirituosas - (FEBE)
- Federación de Bodegas del Marco de Jerez - (FEDEJEREZ)

## **SWEDEN**

- The Swedish Spirits & Wine Suppliers (SSWS)

## **THE NETHERLANDS**

- Commissie Gedistilleerd - (CG)

## **UNITED KINGDOM**

- The Gin and Vodka Association of Great Britain - (GVA)
- Scotch Whisky Association - (SWA)

## **EUROPEAN SPIRITS COMPANIES**

### **LIAISON GROUP (ESG)**

Bacardi-Martini Ltd

Brown- Forman

Davide Campari Milano SpA

Diageo plc

Jim Beam Brands Worldwide

LVMH Hennessy & Co

Groupe Pernod Ricard

Remy-Cointreau S.A.

V & S Vin & Sprit AB

The European Spirits Organisation - CEPS is the European representative body for producers of spirit drinks, its membership comprises of 37 national associations representing the industry in 28 countries, as well as a group of leading spirits producing companies.

The EU is the leading exporter worldwide of spirit drinks. In an effort to safeguard the worldwide reputation of our industry's products, the European Spirits Organisation seeks to:

- Raise and promote the understanding of the EU spirits industry to decision makers in the EU institutions, international organisations and other key stakeholders;
- Secure appropriate EU legislative conditions for the production, marketing, distribution and sale of spirits within the EU;
- Secure non-discriminatory treatment of spirits in comparison to other alcoholic beverages;
- Secure free and fair access for EU spirits in third country markets;
- Increase awareness of the EU spirits industry and its vital economic role;
- Promote responsible consumption.



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