



Press Release – For immediate release

12.03.2018

ETRC welcomes voluntary commitment of alcohol industry to better inform consumers

ETRC has been working for quite some time with retailers and suppliers across the categories to identify a technological solution that would allow consumers in the duty-free and travel retail channel to access information off-label.

ETRC therefore welcomes the publication today of the self-regulatory proposal put forward by the European representative organisations of the alcoholic beverages sectors to voluntarily provide consumers with relevant information on ingredients and nutrition in alcohol beverages.

The proposal, which recognizes the ongoing efforts of the alcohol industry in providing meaningful information to consumers, highlights the opportunity offered by modern technologies to deliver such information in an easy and clear way and references ETRC's work.

ETRC has already commissioned the development of a pilot project to be ready in April which will create a digital platform providing regulatory information to consumers in duty free and travel retail, initially for three categories (Food & Confectionery; Perfumes & Cosmetics; and Alcohol). Product information will be accessible directly from the barcode on the packaging which can be scanned using a smartphone or in-store scanner facilities, or accessible via a website. The platform will allow product information to be available in multiple languages at any time and in a format that is useful and relevant to consumers in a travel environment.

“We welcome the commitment of the alcohol industry to respond positively to the challenge presented by the European Commission and to use the opportunity to explore innovative off-the-label solutions to better inform consumers in the digital age. The ETRC initiative to develop an off-the-label solution undertaken with the support of our members will be pivotal in delivering the way forward for our channel. We look forward to present the results of the project to European regulators and the subsequent roll out of a solution that will both meet the demands of our consumers while preserving the interests of our business,” commented ETRC President, Sarah Branquinho.

ENDS





Background:

The new [Regulation \(EU\) No 1169/2011](#) on the provision of food information to consumers (so-called FIC Regulation) entered into application in December 2014 with the obligation to provide nutrition information applying since December 2016.

Article 16(4) of the FIC Regulation exempted alcoholic beverages containing more than 1,2 % by volume of alcohol from the mandatory list of ingredients and the nutrition declaration and requested the European Commission to produce a report addressing whether alcoholic beverages should in future be covered by those requirements.

The [report](#) which was adopted in March 2017 concluded that the European Commission did not identify any objective grounds justifying the absence of the list of ingredients and nutrition information on alcoholic beverages. Furthermore, the European Commission granted the alcohol industry a year to present a self-regulatory proposal to provide consumers with information on ingredients and nutrition. The organisations representing the European alcoholic beverages sectors consequently engaged in a constructive dialogue to agree on the proposal presented today, a process in which ETRC participated in an observer capacity.

The European Commission will now review the proposal put forward by the alcohol industry. Should the Commission consider the self-regulatory approach proposed by the industry as unsatisfactory, an impact assessment will be launched in 2018 to review further available options, including possible legislation at EU level.

To view the self-regulatory proposal, sectoral annexes and press releases, please visit:

Spirits sector: spiritsEUROPE – [website](#)

Wine sector: CEEV - Comité Européen des Entreprises Vin – [website](#)

Note to editors:

For more information, please contact:

Julie Lassaigne

Deputy Secretary General, ETRC

Tel: +32 (0)2 792 0243

Email: julie.lassaigne@etrc.org

About the European Travel Retail Confederation

The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise.

ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 500 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please see our website – www.etrc.org

