How beer contributes to the European economy

A successful mix of world-leading multinationals, deeply-rooted regional breweries, and thriving SMEs, Europe’s 8500 plus breweries generate:

- **Around 2.3 million jobs**, equating to 1% of all EU jobs
  - 1,650,000 in Hospitality
  - 290,000 in Supply
  - 130,000 in Brewing
  - 270,000 in Retail

- **Around €51 billion in value-added every year**
  - €22.9bn from Hospitality
  - €15.7bn from Brewing
  - €8.7bn from Supply
  - €4.4bn from Retail

- **Around €42 billion in tax revenues every year**
  - €10.9bn in Excise duties
  - €12.8bn in VAT (On-trade)
  - €6.3bn in VAT (Off-trade)
  - €1.9bn in IPaSS (Brewing)
  - €9.9bn in IPaSS (Others)

Note: IPaSS denotes income, payroll and social security contributions.

Supporting a beer-friendly, prosperous and smart EU business environment

Our mission is to raise awareness on issues where brewers’ interests are at stake and to communicate to EU policymakers, media and stakeholders alike the critical and positive role played by beer and breweries in today’s society, culture and economy - guaranteeing Europe’s brewers’ fundamental right to responsibly and cost-effectively brew and market beer.

Brewers can continue to make a positive contribution to Europe’s 2020 Strategy for Growth and Jobs. To help the European Union achieve its goals brewers are together calling for:

- **A supportive tax system for beer**
  - Fair to beer, recognising its specifics and valuing the contribution of beer to economic recovery and job creation.

- **Completion of the Single Market**
  - Removing remaining barriers to growth and obstacles to further responsible and sustainable development for beer.

- **Support to trade and investment**
  - Fostering the competitiveness and ambition of Europe’s brewers when negotiating trade agreements with third countries.

Beer is deeply rooted in European agriculture, heritage and communities

With around 80 styles and 50,000 brands, including non-alcoholic, the diversity of flavours and richness of choice means there can be a beer for every occasion.

- **A fermented, low alcohol beverage, beer is brewed from some of the finest ingredients nature has to offer, including water, malted cereals and hops.**
- **A true European success story**, the brewing sector’s expertise and leading role in research and scientific development are recognised throughout the world.
- **Whilst brewers are at the forefront of innovation, the principles of the brewing process have remained the same for thousands of years.**
- **Alongside the increased beer exports and external investment, beer still remains primarily a local product, brewed in every single EU Member State.**
- **Entrenched in their local communities, Europe’s brewers spend around €1 billion a year supporting sports, the arts, charities and conservation activities.**

Providing the facts to help consumers make informed decisions

Europe’s brewers are immensely proud of their products and the ingredients they use to brew beer. We also wish consumers to know how these beers can fit within a balanced lifestyle.

Despite there being no EU legal requirement for alcoholic beverages above 1.2% ABV to provide this information, we believe consumers have the right to compare like-for-like facts amongst all the drinks available to them, both non-alcoholic and alcoholic.

That is why Europe’s brewers have taken their beers and are voluntarily implementing the EU’s Food Information to Consumers Regulation, listing ingredients and nutrition values per 100ml as is currently required for all non-alcoholic drinks.

Providing the information on pack and/or online, utilising an expanding range of consumer communication platforms, brewers have pledged to report regularly as the commitment is progressively rolled out across Europe.
Taking our responsibility seriously

When consumed in moderation and responsibly by healthy adults, beer can be enjoyed on any occasion and may be fully compatible with a balanced and active lifestyle.

However, alcohol misuse is a serious problem and one that brewers are fully committed to tackling, including through the EU’s policies to support Member States in reducing alcohol-related harm.

The brewers play a leading role in addressing alcohol misuse in collaboration with the EU and through targeted partnerships that seek to address this challenge at the local level.

We are fully engaged in initiatives targeted at increasing consumer knowledge and reducing alcohol misuse, through major commitments such as the EU Beer Pledge, marketing self-regulation, the SMART drink-driving collaboration with the European Transport Safety Council, and the European Alcohol & Health Forum, and are also involved in a multitude of local partnerships across Europe.

Safeguarding the natural environment

Brewers take environmental sustainability very seriously and understand the importance of ‘reducing, reusing, recycling’, limiting environmental impact and increasing efficiency efforts.

By using fewer natural resources, cutting CO2 emissions, and producing less waste, brewers actively support the EU’s drive towards sustainable consumption and production. With water making up over 90% of beer, cutting water use is a key priority to both ensure a consistent supply of quality water and safeguard this important resource.

Brewers are also finding innovative ways to save resources, whilst producing a consistent, high quality product. This includes the reuse of secondary products such as brewers’ grains to feed cattle and biogas to produce green energy.

The Brewers of Europe is the European Commission’s privileged partner in a project looking at beer as a pilot for the Commission’s Product Environmental Footprint (PEF) project.