The Brewers of Europe

The voice of the European beer sector.

Over 10,000 breweries creating 2.3 million jobs across Europe.

Supporting a sustainable, inclusive and strong European beer sector

Our mission is to **raise awareness** on issues affecting **brewers' interests.**

Beyond beer: we aim to communicate the positive role played by beer and breweries in today's **society, environment, culture and economy**.

Brewers contribute towards the **European Union priorities** and are aligned to help achieve those goals.

Brewers are together calling for:

- **A supportive tax system for beer**

Treat beer fairly, 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.
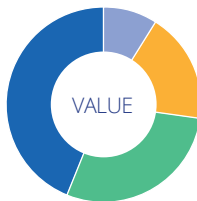
How beer contributes to a European economy that works for people

From world-leading multinationals, deeply-rooted regional breweries, to thriving SMEs, Europe's **10,000 plus breweries** generate:
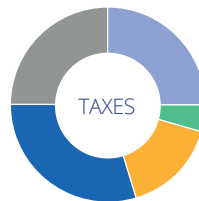

JOBS

VALUE

TAXES
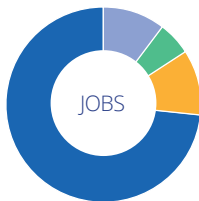
Around
2.3 million
jobs, equating to
1% of all EU jobs

1,700,000 in Hospitality
250,000 in Supply
130,000 in Brewing
240,000 in Retail

Around
€55 billion
in value-added
every year

€24bn from Hospitality
€16bn from Brewing
€10bn from Supply
€5bn from Retail

Around
€44 billion
in tax revenues
every year

€11bn in Excise duties
€13bn in VAT (On-trade)
€7bn in VAT (Off-trade)
€2bn in IPaSS (Brewing)
€11bn in IPaSS (Others)

Note: IPaSS denotes income, payroll and social security contributions

## Beer is deeply rooted in European agriculture, heritage and communities

A beer for every occasion and every person:

- **at least 80 styles**
- **more than 50,000 brands**
- **over 10,000 breweries**
- **29 national associations**

Diversity of flavours and richness of choice including alcoholic and non-alcoholic options.

A true European success story.

- Brewers lead in global research, innovation and scientific development.

- For thousands of years beer has remained rooted in nature through its core ingredients of water, malted cereals and hops.

- Beer still remains primarily a local product, brewed in every single EU Member State, supporting local communities.
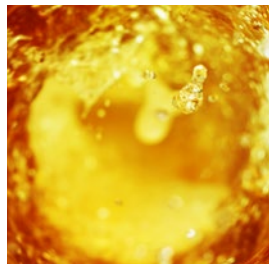
Empowering consumers to take informed decisions

Brewers are proud to be clear and have been voluntarily stating what's inside their beers on the outside since 2015.

The Brewers of Europe and its members have signed a memorandum of understanding (MoU) and committed to a Brewers' Ambition that **all beer bottles and cans in the EU label ingredients and energy values by 2022**.

Find out more at beerwisdom.eu

Brewing for a *European Green Deal*

Brewers aim to have **a positive impact** on the planet - we support the European Green Deal and are working hard for sustainable consumption and production in our brewing processes and through our supply chains.

We are central to a circular European economy.

The beer sector innovates, leads by example and brings people together for sustainability.

From micro to macro, breweries have made direct improvements on the use of **water, energy and packaging.**

We're committed to reducing waste and providing the reuse of secondary products, such as brewers' grains, to feed cattle and biogas to produce green energy.

There's more to be done and we're working with our suppliers, distributors and retailers to follow the same philosophy.

The Brewers of Europe has been the European Commission's privileged Partner, taking beer as a pilot for the Commission's Product Environmental Footprint (PEF) project.

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 helping tackle, 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. Including:

The EU Beer Pledge, marketing self-regulation, the SMART drink-driving collaboration with the European Transport Safety Council, and the European Alcohol & Health Forum.

As some consumers switch towards lower strength products such as beer, and on certain occasions towards non- and lower alcohol within the beer category, the current gradual growth in the beer market is coinciding with a decline both in overall alcohol consumption and in harmful drinking in Europe.

Binge drinking is down 11% in six years whilst underage drinking dropped 48% in eight years.
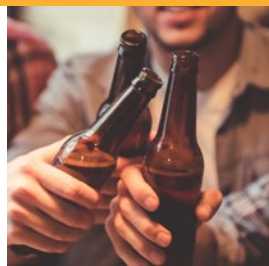
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Our Members
For more information

APCV - Associação Portuguesa dos Produtores de Cerveja
Asociatia Berarii Romaniei
Association of Hungarian Brewers
Association of Slovene Brewers
Associazione degli Industriali della
Birra e del Malto
Beer and Malt Producers' Association of Turkey
Belgian Brewers
Brasseurs de France
British Beer and Pub Association
Bryggeriforeningen
Cerveceros de España
Croatian Chamber of Commerce Association of beer, malt and hop producers
Cyprus Brewers' Association
Czech Beer and Malt Association
Deutscher Brauer-Bund e.V.

Drinks Ireland Beer
Fédération des Brasseurs Luxembourgeois
Greek Brewers' Association
Lithuanian Brewers' Guild
Nederlandse Brouwers
Norwegian Brewers
Panimoliitto
Slovak Beer and Malt Association
Sveriges Bryggerier AB
Swiss Breweries' Federation
The Malta Chamber of Commerce, Enterprise and Industry
The Union of Brewing Industry Employers in Poland - Polish Brewers
Union of Brewers in Bulgaria (UBB)
Verband der Brauereien Österreichs

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