

THE BREWERS OF EUROPE

THE VOICE OF THE EUROPEAN BEER SECTOR

More than 10,000 breweries creating over 2 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.



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, innovating, leading by example and bringing 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 ensuring the reuse of secondary products, such as brewers' grains for food and animal feed, 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.

SHOWCASE YOUR SUSTAINABILITY INITIATIVES AT [HTTP://BREWING4.EU](http://brewing4.eu)



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 are on target to fulfill the Brewers' Ambition that **all beer bottles and cans in the EU label ingredients and energy values by the end of 2022**.

Find out more at beerwisdom.eu



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.



THE BREWERS OF EUROPE

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OUR MEMBERS FOR MORE INFORMATION

 **AUSTRIA**
Bierland Österreich

 **BELGIUM**
Belgische Brouwers – Brasseurs
Belges – Belgian Brewers

 **BULGARIA**
Съюз на пивоварите в България

 **CROATIA**
Udruženje proizvođača piva, slada
i hmelja

 **CYPRUS**
ΣΥΝΔΕΣΜΟΣ ΖΥΘΟΠΑΡΑΓΩΓΩΝ
ΚΥΠΡΟΥ

 **CZECH REPUBLIC**
Český Svaz Pivovarů a Sladoven

 **DENMARK**
Bryggeriforeningen

 **FINLAND**
Panimo- ja
virvoitusjuomateollisuusliitto

 **FRANCE**
Brasseurs de France

 **GERMANY**
Deutscher Brauer-Bund e.V.

 **GREECE**
ΕΛΛΗΝΙΚΗ ΕΝΩΣΗ ΖΥΘΟΠΟΙΩΝ

 **HUNGARY**
Magyar Sörgyártók Szövetsége

 **IRELAND**
Drinks Ireland | Beer

 **ITALY**
Assobirra - Associazione dei Birrai e
dei Maltatori

 **LITHUANIA**
Lietuvos aludarių gildija

 **LUXEMBOURG**
Confédération des Brasseries &
Brasseurs du Luxembourg


 **MALTA**
The Malta Chamber of Commerce,
Enterprise and Industry

 **NORWAY**
Bryggeri- og drikkevarforeningen

 **POLAND**
Związek Pracodawców Przemysłu
Piwowarskiego w Polsce – Browary
Polskie

 **PORTUGAL**
Cervejeiros de Portugal

 **ROMANIA**
Asociația Berarii României

 **SLOVAKIA**
Slovenské Združenie Výrobcov Piva
a Sladu

 **SLOVENIA**
Združenje Slovenskih Pivovarn

 **SPAIN**
Cervceros de España

 **SWEDEN**
Sveriges Bryggerier

 **SWITZERLAND**
Schweizer Brauerei-Verband

 **THE NETHERLANDS**
Nederlandse Brouwers

 **TURKEY**
Bira ve Malt Üreticileri Derneği
(BMÜD)

 **UNITED KINGDOM**
British Beer and Pub Association

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 and the SMART drink-driving collaboration with the European Transport Safety Council.



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 ongoing diversification in the beer market is coinciding with a decline both in overall alcohol consumption and in harmful drinking in Europe.

CHECK OUT MANY OF
OUR TOOLS AND PUBLICATIONS
AT [HTTPS://BREWUP.EU](https://brewup.eu)

KNOWLEDGE CENTRE
BREWUP
BY THE BREWERS OF EUROPE

A close-up, shallow depth-of-field photograph of several beer bottle caps. The caps are gold-colored and have a crimped texture. The background is dark and out of focus, showing more caps and some blurred light sources.

EUROPEAN BREWERY CONVENTION

THE TECHNICAL AND SCIENTIFIC ARM OF THE BREWERS OF EUROPE

Increasing and exchanging knowledge in brewing, malting and fermentation science through world-famous congresses, symposia, analytica and other resources.

