

What is NOT on the label?

EUROCARE (The European Alcohol Policy Alliance) calls upon the European Institutions to place the protection of European citizens' health above the economic interests of the alcohol industry.

The European Parliament is currently debating the Commission's proposal on the "Provision of Food Information to Consumers". Unlike soft drinks and juices; beer, wine and spirits have been exempted from the obligation to list ingredients and provide nutritional information.

Consumers have the right to be aware of the ingredients contained in beverages. Many alcoholic drinks are high in calories and certain ingredients can cause allergies or intolerances.

Allowing the alcohol industry to not provide information on the labels of their products is yet another missed opportunity for reducing alcohol-related harm in Europe.

Alcohol producers should provide information not only on ingredients, but also about the risks associated with alcohol consumption: damages to health (liver cirrhosis, cancers) risk of dependence, dangers associated with drinking alcohol during pregnancy, when driving, operating machinery and when taking certain medication.

77% of Europeans support having health warning messages on alcoholic beverages. (Eurobarometer, 2007)

Alcohol is no ordinary commodity and trade regulations should recognize its distinction. Labeling should be part of a comprehensive strategy to provide objective information and educate consumers about alcohol.



The EU is the heaviest drinking region in the world with over 2,5 times the average consumption of the rest of the world

- Alcohol is responsible for 7.4% of all ill-health and premature death in the EU, which makes it the 3rd leading risk factor for poor health
- Alcohol is a major contributory factor in accidents; 1 in 3 of all road traffic deaths are caused by alcohol
- Alcohol causes nearly 195,000 deaths in the EU each year (1 in 4 of male deaths between 15-29 years are due to alcohol)

Harm caused by alcohol cost the EU an estimated €125bn in 2003 (i.e.€650 for each household)

Eurocare calls upon MEPs to include beer, wine and spirits in the 'Provision of Food Information to Consumers' proposal and request health warning messages on alcoholic beverages.