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RESOLUTION

Defending EU's traditional and quality alcoholic beverages industry

Adopted at the 13th YEPP Congress in Belgium, 03.07.2021

Recognizing that:

- The European Commission press release of 3 February 2021 regarding Europe's Beating Cancer Plan, which mentions a revision of EU legislation on alcohol taxation and alcohol cross-border purchases to reduce the consumption volume.¹
- The WHO Regional Office for Europe press statement of 16 November 2020 asking for an increase of excise taxes on alcoholic beverages, an advertising ban enforcement of the aforementioned and restrictions on the physical availability of retailed alcohol (via reduced hours of sale).²

Acknowledging that:

- Slow and quality drinking constitutes a healthy cultural experience that does not necessarily compromise the state of health of the consumer. Research shows indeed that moderate consumption leads to stress and heart attacks' risk reduction if the volume is spread evenly over a long period.³
- The alcoholic beverages market in Europe is one of the largest in the world with Western Europe representing alone a market share of 359 billion euros in 2020 (for instance, the

¹ https://ec.europa.eu/commission/presscorner/detail/en/qanda_21_344

² <https://www.euro.who.int/en/health-topics/disease-prevention/alcohol-use/news/news/2020/11/new-whoeuro-pe-factsheet-policy-action-needed-to-reduce-cancers-attributable-to-alcohol-use>

³ <https://nationalpost.com/news/canada/slow-and-steady-the-way-to-alcohols-health-benefits-study>

<https://www.sciencedirect.com/science/article/abs/pii/S0376871685900018>

<https://www.medicalnewstoday.com/articles/265799#benefits>



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sale market of wine only in France amounts to 5,601 million euros).⁴

- The beverage industry is a key component of the agri-food export in Europe, with over 47 product categories of spirits that include geographically specific products contributing to the cultural richness of the continent.⁵

- Europe has a rich and thousand-year-old history of alcoholic beverages production, for instance, the first wine productions date back to the Neolithic era.⁶

YEPP calls for:

- A reconsideration by the European Commission about the origin of the alcoholic beverages-related issues without penalising and/or putting out of the market several production chains, SMEs and large world-known brands.

- An approach that takes into account both the advantages and health risks of consuming alcohol. The European beverage industry has a long history based on traditions and culture, which should be preserved and promoted, not ostracized.

- Increasing sensitization about alcoholic beverages consumption and implementing policies to disincentivize bad behaviour while promoting slow and quality drinking, as a way to encourage culture, tradition and enjoyment.

- The EU-institutions to promote the freedom of online purchases of alcohol goods in all member states to guarantee competition on price, quality, and availability. Violations of the EU-law against the free movement of alcohol goods by national authorities must be sanctioned through the Commission's EU-law enforcement protocols.

⁴ <https://www.statista.com/topics/3932/alcohol-market-in-europe/>

⁵ <https://www.spirits.eu/about-us/mission-objectives>

⁶ <https://www.cambridge.org/core/journals/antiquity/article/grapepressings-from-northern-greece-the-earliest-wine-in-the-aegean/785138681E3F8EC4EC9C12524F42C39A>