## EUROPEAN BEER CONSUMERS UNION MANIFESTO



Beer, the enjoyable low alcohol drink of the general public for every occasion, has played and continues to play a major role in European culture, history, society, local communities and the wider economy.

The European Beer Consumers Union (EBCU) represents the voice of the European beer consumer, and promotes the responsible consumption of beer, brewed with respect for the traditional beer culture in Europe. In this capacity, the European Beer Consumers Union strives to pursue a number of issues, including the following three, each of great importance to every beer consumer in Europe:

(1) Diversity, (2) Information and (3) Cost.

### DIVERSITY of beer

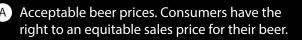
Sufficiently rich choice of beers from different brewers. Consumers have the right of choice and should be able to select from at least two beer manufacturers' products (and preferably many more) at any shop or bar selling beer. In particular, the market needs to be accessible for products of small local brewers.

B Sufficiently rich choice of styles. Consumers have the right of choice also in the sense that they should be able to select from a sufficient number of different beer styles everywhere where beer is sold.

# INFORMATION about beer

- A The beer ingredients. Consumers have the right to know the ingredients from which the beer is made, the alcohol content and the dietary values.
- B The beer manufacturer. Consumers have the right to know who brewed the beer and where it was brewed.

### COST of beer



B EBCU supports a favorable taxation of beer across Europe, beer being the low alcohol drink of choice for the moderate.

> On behalf of the European beer consumer, EBCU asks everyone to subscribe to these logical and honest goals, benefiting all and to support EBCU in pursuing them.

The European Beer Consumers Union, 'The Voice of the European Beer Consumer' is a federation, currently consisting of 13 national beer consumer organisations across Europe, founded in 1990, with a combined membership of over 210k members.

#### FULL MEMBER ORGANISATIONS OF EBCU AUSTRIA THE NETHERLANDS BierlG PINT (Promotie Informatie www.bierig.org Traditioneel Bier) www.pint.nl BELGIUM Zythos NORWAY www.zythos.be NORØL www.nor-ale.org CZECH REPUBLIC Sdruzeni Prátel Piva POLAND www.pratelepiva.cz Bractwo Piwne www.bractwopiwne.pl DENMARK Danske Ølentusiaster SWEDEN www.ale.dk Svenska Ölfrämjandet www.svenskaolframjandet.se FINLAND SWITZERI AND Olutliitto www.olutliitto.fi Association des Buveurs d'Orges IRFI AND www.abo-ch.org BEOIR UNITED KINGDOM www.beoir.ora CAMRA www.camra.org.uk ITALY Unionbirrai

www.unionbirrai.com

#### ASSOCIATE MEMBERS



FRANCE Fédération Nationale des Associations BRAssicoles (FNABRA) - Assoc iate Membe www.fnabra.org

ITALY MoBI - Associate Memb www.movimentobirra.it

SPAIN Asociación de Cerveceros Caseros Españoles (ACCE) www.cerveceros-caseros.com

Club Español de Coleccionismo Cervecero (CELCE) - Associate www.celce.org



**EBCU** Secretariat 230 Hatfield Road, St Albans, AL1 4LW United Kingdom

www.ebcu.org ebcu@ebcu.org Telephone +44 1727 867201

European beer consumers,