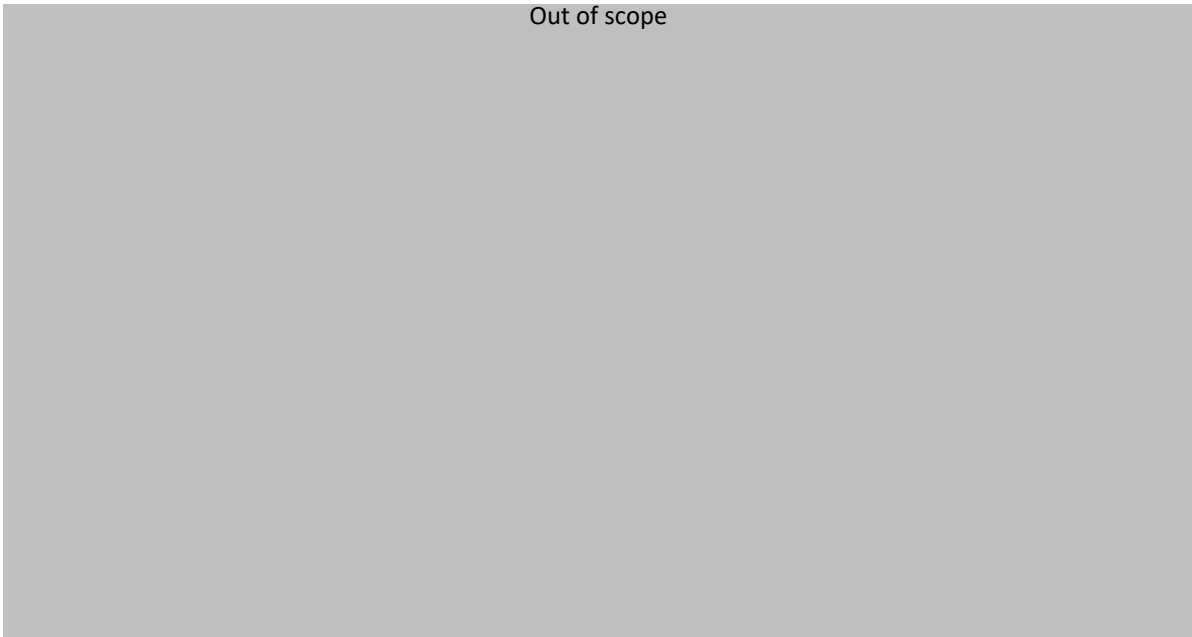


Dear colleagues,
For our information.
Best regards.

Out of scope

Out of scope



3. Implications of the measures envisaged by the European Cancer Plan, in particular with regard to the labelling of alcoholic beverages.

The Brewers of Europe highlighted that it supports the fact that the Cancer plan refers to harmful alcohol consumption and the preventive actions which are foreseen. It is supportive of this, as all actors will be involved.

They had questions regarding :

- ingredients and nutrition declaration labelling: in particular whether their current commitment could be the preferred option.
- Health warnings: in particular whether the information will be:
 - o only linked to cancer or if it would have a wider scope (pregnancy, vigilance...)
 - o only on label or part of wider information campaign
 - o inspired from governmental messages or also from private businesses. On this point the brewers of Europe offered to present the actions which are already on-going at the initiative of its members/affiliated companies.

They also asked who will be in charge within DG SANTE.

On these points, DG SANTE was not in the position to provide any replies.

The Brewers of Europe are committed to provide all useful information in the context of the different consultations that will take place to support the preparation of the initiatives.