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Brussels, 30 March 2021

Dear ,

Thank you for your letter received on 27 January 2021 and your support for Europe's Beating Cancer Plan. I would also like to express my appreciation for your valuable comments and recommendations that have as their goal a reduction in the harmful consumption of alcohol.

The Cancer Plan has meanwhile been adopted by the Commission on 3 February 2021 and we are currently in the process of preparing concrete implementation steps, including through cooperation with stakeholders. We have paid utmost attention to involve all stakeholders throughout the process of developing the Cancer Plan, and will continue to do so as we present the actions and measures laid out therein. In this context, I would welcome the positive engagement of the wine sector towards reducing alcohol-related harm in Europe and take note of your commitment to support efforts to continue pro-actively contributing to this in view of addressing cancer.

We also welcome the self-regulatory initiatives of the wine industry when it comes to promoting responsible wine consumption and raising awareness about the risk of irresponsible drinking, including through marketing, education and information and other activities.

I would like to underline that the approach taken in the Cancer Plan is fully aligned with WHO policies and EU Member State commitments, as well as with the independent assessments of WHO's International Agency for Research on Cancer. The Commission will continue to rely on independent scientific assessments in terms of alcohol risks.


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I hope that you will agree that the Commission should continue to pursue an evidence-based approach and in particular, in the matters of public health, adhere to the highest standard of protection. I would also like to assure you that whilst we aim to address harmful alcohol consumption in the Cancer Plan, we have no intention to target any specific gastronomic cultures.

I am looking forward to working constructively with you in the context of the implementation of the Cancer Plan.

Yours sincerely,

