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Brussels, 30 March 2021

Dear ,

Thank you for your letter received on 21 January 2021 and your support for the 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.

Europe's Beating 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. In this context, I welcome the positive engagement of the alcohol sector and your commitment to support efforts to reduce the harmful consumption of alcohol.

I also welcome the self-regulatory initiatives of the alcohol industry when it comes to reducing the accessibility and availability of alcohol products for vulnerable groups, including through marketing, sponsorship and other activities. We recognise the efforts made by the sector to provide additional information to consumers on alcoholic beverages and would like to underline that we consider the memoranda of understanding of 2019 and their implementation as important steps towards better consumer information.

Providing clear information that makes it easier for consumers to choose healthy and sustainable diets will benefit their health and quality of life and reduce health-related consequences. Furthermore, we want to build on your practical experience in the context of the development of the actions outlined in the Cancer Plan.

  
  
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In terms of assessing and tackling cancer risk related to alcohol consumption, 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.

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

Yours sincerely,

