



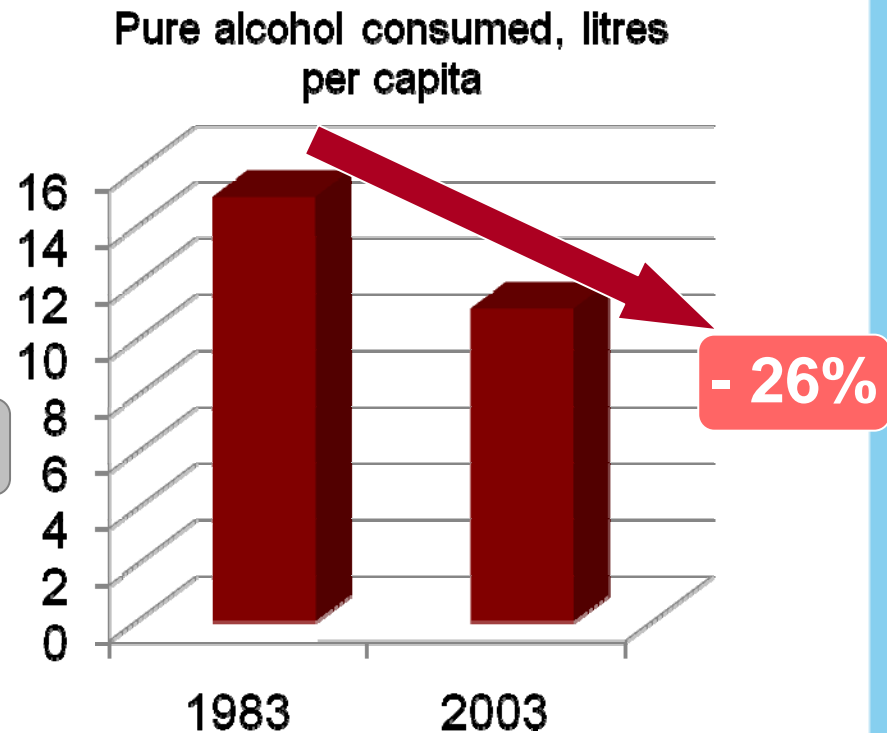
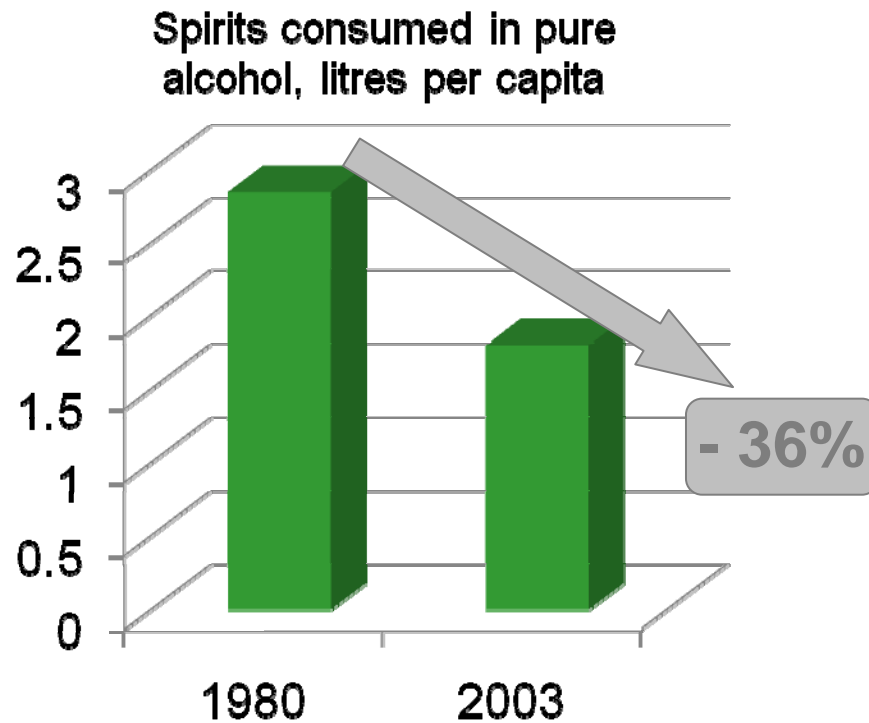
The European Spirits Organisation – CEPS
is the European representative body for producers of spirits drinks



Alcohol and Health Forum 19 November 2010

Mr Jamie Fortescue
Director General CEPS

EU Consumption Trends



The challenge is irresponsible consumption: step one is better consumer information

Consumer information websites on responsible drinking

- Template created based on existing sites (e.g drinkaware) in 2006
- Content checked by independent scientists; evaluation ongoing
- Roll-out:
 - ▶ 2005: 3 national consumer information websites
 - ▶ 2010: 23 national websites across Europe accessible through a single EU portal



Next steps - driving traffic

- www.drinkaware.co.uk; 2 million unique visitors a year; address on all brand advertising and labels
- In CEPS Charter, one commitment was 75% of advertising to have an RDM
- In the new CEPS roadmap, the commitment is that RDMs on advertising increasingly accompanied or replaced by web address
- The new roadmap also includes a commitment to place RDMs on label, preferably the web address; including option to use EU portal for multi-market labels

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