

PRESS  
RELEASE



## EU spirits producers launch [responsibledrinking.eu](http://responsibledrinking.eu) portal

**Brussels, 28 October 2008. EU spirits producers today launched a European portal to promote responsible drinking. [Responsibledrinking.eu](http://responsibledrinking.eu) acts as a gateway to national sensible drinking websites, and provides basic information for consumers from countries where such websites do not exist.**

Although awareness of the risks associated with alcohol misuse is high among European consumers, knowledge of what these risks mean in practice is much lower. In addition to numerous education and information activities to fight alcohol misuse, industry and other stakeholders create national websites where consumers can learn about alcohol-related issues such as unit measures, recommended maximum drinking levels and the effects of harmful consumption patterns. Examples of recent national websites include <http://www.1421.dk>, <http://www.pijodpowiedzialnie.pl>, and <http://www.alkoholtfelelosen-2340.hu>.

The spirit industry's new responsibility portal, <http://www.responsibledrinking.eu> directs interested consumers to the national website of their choice, adapted to their country's culture and traditions. Within the EU-27, 13 national websites will be available at the end of 2008.<sup>1</sup> Many of these websites are based on a peer-reviewed template developed by the European Forum for Responsible Drinking (EFRD). For consumers from countries where such sites do not (yet) exist, the portal also compiles some basic information in English.

Jamie Fortescue, Director General of the European Spirits Organisation – CEPS, commented: *"In their 2005 CEPS Charter on Responsible Alcohol Consumption, European spirits producers committed to widely communicate information on what sensible consumption means, and we strongly welcome and encourage the establishment of the new national consumer information websites we are witnessing in a number of EU Member States. [Responsibledrinking.eu](http://responsibledrinking.eu) will provide an EU portal to all these websites and thus allow those of our members planning or engaged in cross border responsibility initiatives to refer to one portal address."*

**-ENDS-**

**For more information, please contact:**

**Mr Jamie Fortescue**

Director General, European Spirits Organisation – CEPS

T. +32 (0)2 779 24 23 or E. [jamie.fortescue@europeanspirits.org](mailto:jamie.fortescue@europeanspirits.org)

*/... continued*

---

<sup>1</sup> Czech Republic, Denmark, France, Hungary, Ireland, the Netherlands, Poland, Spain, Sweden, the United Kingdom; Austria, Germany and Portugal (by the end of the year).

**Note to Editors:**

The European Spirits Organisation – CEPS is the representative body for the spirits industry at the European level. Its membership comprises 36 national associations representing the industry in 29 countries, as well as a group of leading spirits producing companies.

The European Forum for Responsible Drinking (EFRD) is an alliance of leading European spirits producers supporting targeted initiatives to promote responsible drinking.

Reducing alcohol related harm is one of the EU spirits industry's key objectives which it seeks to implement via a host of targeted initiatives. To demonstrate its commitment to the fight against alcohol misuse, the European Spirits Organisation adopted its Charter on Responsible Alcohol Consumption in November 2005.

The CEPS Charter can be downloaded at:

<http://www.europeanspirits.org/documents/CEPSCHARTERGLOSSY.pdf>

More information about the Charter is available at:

[http://www.europeanspirits.org/thechallenge/Charter\\_on\\_Responsible\\_Alcohol\\_Consumption.asp](http://www.europeanspirits.org/thechallenge/Charter_on_Responsible_Alcohol_Consumption.asp)