

PRESS
RELEASE



EU spirits producers welcome new advertising compliance report

Brussels, 9 December 2008. *An independent review published today by the European Advertising Standards Alliance (EASA) found European TV and print advertising for spirit drinks in high compliance with national and self-regulatory standards. The European Spirits Organisation – CEPS and the European Forum for Responsible Drinking (EFRD) welcomed the report as further evidence of industry rules working in practice.*

The annual alcohol advertising monitoring report was first launched in 2005 following a commitment to Commissioner David Byrne to demonstrate compliance to self-regulation. The compliance monitoring exercise is carried out by the Self-Regulatory Organisations, under the umbrella of the *European Advertising Standards Alliance*, and reviewed by an independent expert panel. This year, the panel consists of Lucien Bouis, Jack Law (Alcohol Focus Scotland) and for the first time, Marie-Hélène Cussac, from Generation Europe, offering a perspective from young people on the exercise. Spirits ads are benchmarked against national legislation, but more importantly, against the industry's voluntary EU-level *EFRD Common Standards on Commercial Communications* and/or the industry's national advertising codes.

This year's monitoring exercise analysed all 542 TV and print ads for spirit drinks published in 19 EU countries (increased from 14 countries in 2007, as requested by the expert panel report) from October to December 2007 and found a compliance rate of 95%.

Jamie Fortescue, Director General of CEPS stated, *“the high compliance rate proves that self-regulation of the European spirits industry is working. In response to ongoing discussions about the effectiveness of self-regulation in the EU Alcohol and Health Forum, this report shows that industry delivers on its advertising and monitoring commitments.”*

Elizabeth Crossick, Chairwoman of EFRD added that *“this yearly analysis is an important tool for companies to improve understanding of what is and is not acceptable advertising and to further ensure that only responsible advertising are placed on the market. The number and types of breaches show that the effort of training, in particular with the new EFRD on-line training tool www.marketresponsibly.eu, is paying back”*.

Within the framework of the 2005 CEPS Charter on Responsible Alcohol Consumption, the report also analysed take-up of the spirits industry's commitment to display responsible drinking messages on 75% of its advertisements by end-2010. Three years before the implementation deadline, compliance stands at 71%, and has reached or exceeded the 75% compliance target in 8 of the 19 countries monitored.

- ENDS -

For more information, please contact:

Jamie Fortescue, Director General, European Spirits Organisation - CEPS

t: +32 2 779 24 23 or e: jamie.fortescue@europeanspirits.org

Elizabeth Crossick, Chairwoman, *European Forum for Responsible Drinking*

t: +32 2 505 60 72 or e: cbrigaudeau@efrd.org

Note to Editors:

1. The alcohol advertising report's results for spirits ads can be accessed on <http://www.europeanspirits.org>, the full report on <http://www.easa-alliance.org>. For information on responsible alcohol marketing, cf. <http://www.marketresponsibly.eu>.
2. In order to increase the geographical coverage from 14 to 19 EU countries while keeping the sample size manageable, this year's report reviewed all TV and print ads published in the three-months period with the highest volume of ads, for spirit drinks October to December 2007.

The **European Spirits Organisation – CEPS** is the representative body for the spirits industry at the European level. Its membership comprises 35 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 that includes Bacardi, Beam Global, Brown Forman, Diageo, Moët-Hennessy, Pernod Ricard and Remy Cointreau.

The **European Advertising Standards Alliance (EASA)** is the single authoritative voice on advertising self-regulation issues and promotes high ethical standards in commercial communications by means of effective self-regulation.