

Manifesto



Beer, the enjoyable low alcohol drink of the general public for every occasion, has played and continues to play a major role in European culture, history, society, local communities and the wider economy.

The European Beer Consumers Union (EBCU) represents the voice of the European beer consumer, and promotes the responsible consumption of beer, brewed with respect for the traditional beer culture in Europe. In this capacity, the European Beer Consumers Union strives to pursue a number of issues, including the following three, each of great importance to every beer consumer in Europe: (1) Diversity, (2) Information and (3) Cost.

1. Diversity of beer

- A** Sufficiently rich choice of beers from different brewers. Consumers have the right of choice and should be able to select from at least two beer manufacturers' products (and preferably many more) at any shop or bar selling beer. In particular, the market needs to be accessible for products of small local brewers.
- B** Sufficiently rich choice of styles. Consumers have the right of choice also in the sense that they should be able to select from a sufficient number of different beer styles everywhere where beer is sold.

2. Information about beer

- A** The beer ingredients. Consumers have the right to know the ingredients from which the beer is made, the alcohol content and the dietary values.
- B** The beer manufacturer. Consumers have the right to know who brewed the beer and where it was brewed.

3. Cost of beer

- A** Acceptable beer prices. Consumers have the right to an equitable sales price for their beer.
- B** EBCU supports a favorable taxation of beer across Europe, beer being the low alcohol drink of choice for the moderate.

On behalf of the European beer consumer, EBCU asks everyone to subscribe to these logical and honest goals, benefiting all European beer consumers, and to support EBCU in pursuing them.








The European Beer Consumers Union, 'The Voice of the European Beer Consumer' is a federation, currently consisting of 13 national beer consumer organisations across Europe, founded in 1990, with a combined membership of over 210k members.

Full member organisations

- | | |
|---|---|
|  Austria
BierIG
www.bierig.org |  Poland
Bractwo Pivne
www.bractwopiwne.pl |
|  Belgium
Zythos
www.zythos.be |  Spain
ACCE
www.cerveceros-caseros.com |
|  Czech Republic
Sdruzeni Prátel Piva
www.pratelepiva.cz |  Sweden
Svenska Ölfrämjandet
www.svenskaolframjandet.se |
|  Denmark
Danske Ølentusiaster
www.aie.dk |  Switzerland
Gesellschaft zur Förderung der Biervielfalt (GFB)
www.biervielfalt.ch |
|  Finland
Olutliitto
www.olutliitto.fi |  The Netherlands
PINT
www.pint.nl |
|  Ireland
Beoir
www.beoir.org |  United Kingdom
CAMRA
www.camra.org.uk |
|  Italy
Unionbirrai
www.unionbirrai.com | |

Associate members

-  **France**
FNABRA
www.fnabra.org
-  **Germany**
German Beer Consumers Union
www.gbcu.de
-  **Greece**
Hellenic Homebrewers Association
www.hellenichomebrewers.gr
-  **Italy**
MoBI
www.movimentobirra.it
-  **Spain**
CELCE
www.celce.org



EBCU Secretariat
230 Hatfield Road, St Albans,
AL1 4LW United Kingdom
ebcu@ebcu.org
+44 1727 867201
ebcu.org