

WBA

WORLDWIDE BREWING ALLIANCE

Safeguarding a healthy future for brewers globally

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The Russian Brewers' Union 20 years together*



Worldwide Brewing Alliance

- The global, united voice on the integrity of beer and the social responsibility of brewers
- Federating brewing trade associations and global companies under one roof
- Uniting over 80% of world beer production, across Australia, Canada, China, Europe, Japan, Korea, Latin America, **Russia** and the US.
- Promoting beer and representing the interests of tens of thousands of breweries, predominantly producing beer locally
- Directly employing 800,000 people and creating a further 12.5 million jobs
- Generating annually an estimated 175 billion USD in taxes for national governments



Shared priorities and shared best practises



Global alcohol policy

- Sustainably target misuse and harm
- Culturally adaptable menu of options
- Evidence-based policy-making
- Partnerships and collective action

Tax policies

- Consider beer's nature as lower alcohol
- Link to agriculture and local job creation
- Avoid illicit alcohol

Trade policies

- Avoid mutually harmful retaliatory trade tariffs and barriers

Commitments

- CSR and responsible marketing
- Transparent labelling
- Align with UN SDGs e.g. on environmental sustainability

European alcohol policy

- Target misuse and promote responsibility
- Local activations, EU support
- Evidence and data driven
- Multistakeholder initiatives

Tax policies

- Beer intrinsically low abv; NALA innovation
- Job creation throughout local value chain
- Consider production costs

Trade policies

- Market access incl. for SMEs by avoiding technical barriers to trade

Commitments

- Partnership campaigns; advertising
- Clear, understandable and accurate consumer information
- Environment best practises incl. packaging

A global voice for our global interlocutors



- United Nations (SDGs, NCD High level political declaration)
- World Health Organisation (Global Alcohol Strategy)
- WHO EURO Regional Office (Alcohol and NCDs action plan)
- CODEX (Labelling standards)
- International Standards Organisation (Technical standards)
- OECD, IMF, World Bank...

World Health Organisation dialogue



**World Health
Organization**

- Annual dialogue between industry and WHO Global relaunched in 2018
- Worldwide Brewing Alliance one of the principal participants, along with some global brewers
- Addressing marketing, product innovation, retail sales, underage, digital, labelling and consumer information
- Brewers in particular stress labelling transparency and growth in non- and lower alcohol beers
- Next consultation in Geneva on 9-10 October

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#ProudToBeClear

Eurasian Technical Regulation - Safety of Alcoholic Beverages



Concerns from exporting brewers around:

- Definitions / specs of beer, specialty beer and beer drinks
- Excessive water use restrictions
- Health warning requirements 10%
- Digital coding implementation process for imported beers – significant financial and practical technical barrier to trade

Thank you for listening

Happy 20th birthday to the
Russian Brewers' Union!!



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