European Beer Consumers Union
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.

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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 170 000 members.

The Member Organisations of EBCU

Austria: BierIG
www.bierig.org

Belgium: Zythos
www.zythos.be

Czech Republic: Sdruzeni Prátel Piva
www.pratelepiva.cz

Denmark: Danske Ølentusiaster
www.ale.dk

Finland: Olutliitto
www.olutliitto.fi

Ireland: BEOIR
www.beoir.org

Italy: Unionbirrai
www.unionbirrai.com

The Netherlands : PINT
(Promotie Informatie Traditioneel Bier)
www.pint.nl

Norway: NORØL
www.nor-ale.org

Poland: Bractwo Piwne
www.bractwopiwne.pl

Sweden: Svenska Ölfrämjandet
www.svenskaolframjandet.se

Switzerland: Association des Buveurs d'Orges
www.abo-ch.org

United Kingdom: CAMRA
www.camra.org.uk

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