

**Question for written answer E-002157/2015
to the Commission**

Rule 130

Norbert Erdős (PPE)

Subject: How does the Commission propose to encourage moderate and civilised alcohol consumption among European citizens?

In connection with the European alcohol strategy I think it is important to stress that, in itself, the moderate and civilised consumption of alcohol is in accordance with the norms of a healthy lifestyle. The problem is the consumption of alcohol excessively and on inappropriate occasions (e.g. driving or at work). The European alcoholic drinks industry has made enormous progress in communicating this fact (as witness the c. 260 commitment agreements in force).

The physiological effects are not identical for all types of alcohol (e.g. for quality wine as opposed to poor quality, over-sweetened alcoholic drinks). The moderate consumption of the former improves the body's immunity to certain illnesses.

I do not agree with unilateral, restrictive measures which also call into question the moderate consumption of alcohol (e.g. tax per unit of alcohol, superfluous labelling procedures, or restrictions on the places where alcohol may be purchased). The resulting increased consumer price would push the market in the direction of poorer alcoholic drinks of unsupervised quality.

I would draw the Commission's attention to the fact that, in the light of the above, it is necessary to involve all the organisations concerned when adopting and implementing the European alcohol strategy. In addition to consumer groups, room must be left for organisations representing producers.

1. What measures does the Commission plan to introduce to curb the consumption of alcohol to excess and on inappropriate occasions?
2. Will the Commission resist pressure from the Member States to introduce taxes, financial intervention or other comparable instruments?
3. How does the Commission propose to promote the consumption of quality alcoholic products as opposed to products of poor or unsupervised quality?