

WRITTEN QUESTION P-0375/04  
by Martin Kastler (PPE-DE)  
to the Commission

Subject: Measures to prevent the consumption of alcopops by young people

Alcohol is one of the most important factors posing a risk to health in European countries. Europe is the continent with the highest per capita consumption of alcohol in the world, and experts estimate the burden placed on health budgets by alcohol-related illness and disability at between 8% and 10%. More serious problems include the fact that the age at which young people begin consuming alcohol is dropping, and the targeting of young people in advertising for alcopops.

1. Self-regulation of the economy, which was the method proposed in the Council Recommendation on alcohol and young people (OJ L 161), is not producing the desired results. In particular, the consumption of alcopops by young people has increased several fold within a few years in certain Member States. Has the Commission carried out any investigations into alcopops?
2. Do specific plans exist for achieving a uniform reduction in the consumption of alcopops by young people at European level, with regard to either sales, advertising or taxation?
3. Are specific measures, campaigns or funding planned over the next few years to alert young people to the problems of alcohol consumption?