



## Food manufacturers and retailers launch joint Guidance for food business operators on EU labelling rules

(Brussels, 12 September 2013) FoodDrinkEurope<sup>1</sup> and EuroCommerce<sup>2</sup> today launched an online Guidance brochure to help facilitate a common understanding between European retailers and manufacturers on the requirements of EU labelling rules which will enter into force next year<sup>3</sup>.

Developed largely with the aim of assisting small and medium-sized food business operators, and interested national authorities, the document is dynamic, attractive, and easy-to-read. The document should help those operators to comply with the new EU Regulation<sup>4</sup> when they implement its requirements in practice.

The Guidance includes a "Questions and Answers" section, comprising the text that was agreed by Member States and the European Commission in January 2013.

Speaking following the publication of the new online Guidance document, FoodDrinkEurope President, Jesús Serafín Pérez, commented:

*"This marks an important achievement between food manufacturers within FoodDrinkEurope and the retail community within EuroCommerce. We hope that this will add some clarity and uniformity for food business operators on the rather complex piece of new EU legislation in this field and hope that authorities at national and European level will recognise its value. We also welcome the support of our members in using the Guidance document; we trust that it will provide a valuable tool for them as they prepare to make the necessary changes to assure full EU legal compliance in the provision of food information to consumers".*

Speaking on the occasion of the publication of the document, EuroCommerce President, Dame Lucy Neville-Rolfe, said:

*"A uniform, EU-wide understanding about the requirements and responsibilities of food operators in relation to food labelling is paramount. The joint development of such guidance by FoodDrinkEurope and EuroCommerce is a prime example of manufacturers and retailers coming together in a constructive way to tackle a common issue. The importance and commonality of the Food Information Regulation allows us to have a stronger voice as we work as one to help companies understand and implement changes in EU legislation".*

**-ENDS-**

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FoodDrinkEurope represents Europe's food and drink industry, the largest manufacturing sector in the EU in terms of turnover, employment and value added. FoodDrinkEurope works with European and international institutions, in order to contribute to the development of a legislative and economic framework addressing the competitiveness of industry, food quality and safety, consumer protection and respect for the environment. FoodDrinkEurope's membership consists of 26 national federations, including 3 observers, 25 European sector associations and 18 major food and drink companies. For more information on FoodDrinkEurope and its activities, please visit: [www.fooddrinkeurope.eu](http://www.fooddrinkeurope.eu)

<sup>1</sup> FoodDrinkEurope is the representative body at EU level for food business operators – large and small – across the EU Member States and beyond, including EU observer members.

<sup>2</sup> EuroCommerce is the representative body at EU level for retailers, wholesalers and other trading companies.

<sup>3</sup> Regulation (EU) 1169/2011 on the provision of food information to consumers enters into force on 13 December 2014.

<sup>4</sup> Ibid.

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EuroCommerce represents the retail, wholesale and international trade sectors in Europe. Its membership includes commerce federations and companies in 31 European countries.

Commerce plays a unique role in the European economy, acting as the link between manufacturers and the nearly 500 million consumers across Europe over a billion times a day. It is a dynamic and labour-intensive sector, generating 11% of the EU's GDP. One company out of three in Europe is active in the commerce sector. Over 95% of the 6 million companies in commerce are small and medium-sized enterprises. It also includes some of Europe's most successful companies. The sector is a major source of employment creation: 33 million Europeans work in commerce, which is one of the few remaining job-creating activities in Europe. It also supports millions of dependent jobs throughout the supply chain from small local suppliers to international businesses.

**[www.eurocommerce.be](http://www.eurocommerce.be)**