

**PRESS
RELEASE**



For immediate release

**JAMES COCKERAM, NEW SPIRITS INDUSTRY PRESIDENT, WELCOMES
POSITIVE RESULTS ON SOCIAL RESPONSIBILITY**

18 November 2009, Brussels – Two weeks prior to the Swedish Presidency Council conclusions on Alcohol and Health, the new President of the European Spirits Organisation – CEPS, James Cockeram, welcomed the latest annual progress report on its Charter on Responsible Alcohol Consumption. The 4th annual Charter progress report, which details members' progress over the last 12 months on the social responsibility commitments they made in 2005, is independently assured by KPMG Sustainability.

James Cockeram, Managing Director of Moët Hennessy Europe, who took over today as the CEPS President, commented:

“The results of this fourth progress report provide clear evidence that the spirits industry is playing its role to contributing to the multi-stakeholder approach promoted through the EU Alcohol Strategy. Particularly encouraging is the launch of six new national consumer information websites in the past 12 months. 17 Member States now have their own websites where people can find out more about responsible drinking and the dangers of alcohol misuse.

Nonetheless it is also clear that there is still much work still to be done in order to meet our 2010 deadline for full Charter implementation. I hope to lead the way in ensuring the EU spirits industry lives up to its ambitious commitments, most notably by introducing marketing self regulation codes and Responsible Drinking Messages on advertising where these do not yet exist, or are not compliant with the EU spirits industry standard”.

Jamie Fortescue, Director General of the European Spirits Organisation – CEPS will travel to Romania, Bulgaria and Estonia within the next week to launch new consumer information websites in these countries, bringing the EU total to 20; an important step in three markets where spirits industry social responsibility initiatives do not currently exist.

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Notes to Editors:

1. The European Spirits Organisation - CEPS is the representative body for the spirits industry at the European level. Its membership comprises 31 national associations representing the industry in 27 countries, as well as a group of leading spirits producing companies.
2. James Cockeram is the Managing Director of Moët Hennessy Europe and is responsible for the company's portfolio in over 50 countries. Moët Hennessy is the Wines and Spirits business group of LVMH - the world's leading luxury brands company.
3. The European Spirits Organisation – CEPS adopted its Charter on Responsible Alcohol Consumption in 2005. The main principles of the Charter include:
 - By 2010, 75% of advertising (print including billboards, TV/cinema and website) will carry responsible drinking messages.
 - By 2010, all CEPS members will introduce or adapt national codes on marketing in order to incorporate all the principles of the established *EFRD Common Standards on Commercial Communications*.
 - The industry will increase investment in promoting retail and server training schemes and drink-driving programmes.
 - The industry will work with other stakeholders to define clearly what is meant by responsible drinking and what constitutes misuse and then communicate the information widely.
 - Finally, the industry has committed to draw up a comprehensive annual report until 2010 emphasising where progress has been made and improvement needed against precise targets set.

More information about the Charter is available at:

http://www.europeanspirits.org/thechallenge/Charter_on_Responsible_Alcohol_Consumption.asp

The annual Charter progress reports are available for download at:

<http://www.europeanspirits.org>.

An EU portal to all existing national consumer information websites can be found at:

<http://www.responsibledrinking.eu>

4. The EFRD Common Standards on Commercial Communications cover provisions for responsible marketing including specific guidelines on: 1) Promotions; 2) Internet, digital and mobile marketing media; 3) Sponsorship; 4) Naming, Packaging & Labelling of products". ([Click here](#) more information)

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