

CEGROBB

EUROPEAN FEDERATION OF ASSOCIATIONS
OF BEER AND BEVERAGES WHOLESALERS

A.POLITICS: EUROPEAN + NATIONAL

1. HORECA
2. STIMULATE REUSABLE PACKAGING
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B.PRODUCERS

European Federation of Associations of Beer and Beverages Wholesalers

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A. POLITICS: EUROPEAN + NATIONAL

1. HORECA

Cegrobb defends the interests of its members, which supply for days on end 1.2 million horeca outlets.

Cegrobb pleads for the preservation of horeca outlets as social and cultural meeting places. The horeca contributes greatly to spread the image (hospitality) and the know how (gastronomy, regional specifications, etc...) typical of each member state.

There can be no doubt, horeca outlets, the customers of our wholesalers in beverages, have a rough time. Even more, the whole sector is confronted with several measures, which prevent economic growth: smoking ban, too high VAT-rates on beverages compared to food, increase of excise duties on beers and alcohol. Therefore a high number of bankruptcies in the horeca sector is the result.

This is the reason for the establishment of a general framework for the horeca sector. Social and fiscal measures will be proposed for more flexibility.

Cegrobb proposes to create a "Commission HORECA" within the European Parliament, where all representatives of the horeca sector, also the wholesalers (e. g. beverage wholesalers) and the producers (breweries, soft drink producers, etc...), will be involved in order to create a clear and practicable framework for the activities of the horeca managers, for well-established businesses and start-ups.

2. STIMULATE REUSABLE PACKAGING

Because Cegrobb is concerned with the situation of our environment, we organize every 2 years a ReUse Conference on European level, in Brussels where politicians and policymakers are invited.

Several studies proved, after analyses of all parameters of the life cycle of different packagings, that the reusable bottle scores overall clearly better than single use packagings (cf. European Waste Directive).

Next to this, the refillable PET and the refillable glass bottle with deposit (the packaging that is put into circulation the most by the beverage wholesaler) offer several advantages compared to the disposable packaging, and it is refilled at least 15 to 50 times. The advantage of this packaging is that we save considerably on raw material, energy, production and removal of waste. The advantage of the glass bottle in comparison to refillable PET is that glass is 100% recyclable.

In order to stimulate the purchase of reusable bottles by the consumers, with respect of the eco-balance (local employment), Cegrobb makes following suggestions (non-exhaustive):

- Establish deposit systems and/or higher duties/taxes on beverages in one way containers (cans, bottles, TetraPaks) and decrease the excise duties/taxes on beers, in refilling bottles.
- Maintain certain taxes on disposable packaging to create a sufficient price difference, which will truly change the behaviour of the consumer, or the abolishment of the fiscal deductibility of publicity for beverages in non-reusable packaging.
- Increase the investment allowance for investments that promote reusable packaging.
- Sensitizing campaign to promote reusable packaging, destined for the consumers (logo reusable >< one-way).

3. LOGISTICS

The European regulations concerning transport does not dissociate the activity of a haulier from that of a wholesaler: the service sold by a haulier corresponds to a transport service, whereas the service sold by a wholesaler concerns products, so the service of transport is not separable from the sale of the product.

The wholesalers in beverages provide, over the whole territory, the daily supply to the local economic structure (pubs, hotels, restaurants, collectivities, canteens...). They supply in a very short term, according to the necessities and in the needed volumes, the goods needed for the activities of their enterprise. The road is the only option to assure a supply over the whole territory.

To optimize the revenues and costs of the transport and to reduce the ecological footprint, the wholesalers in beverages favour the system of the short radius (75 km maximum), won't go over 150 km and supply up to 20 clients in every run.

Therefore, the activity of the beverage wholesalers can't be compared to that of hauliers, for which most of these regulations were introduced:

Cegrobb asks therefore for some understanding from the politicians in the following matters:

- look for possibilities of harmonization within the EU, concerning the authorized total weight for non-heavy goods vehicles
- adapt the amounts and rules of toll on the motorways and/or ecotaxes (FR + DE) to the characteristics of the distribution of proximity
- adapt the obligations of training for delivery drivers to the characteristics of the distribution of proximity
 - The real driving time spent per day could be a parameter, in order not to punish the SME's, which are the wholesalers in beverages. An exemption or a more flexible regulation in this matter would please the sector.

Cegrobb is a foremost proponent of safety on the road. In addition to this, Cegrobb calls the European/national politicians for a different contemplation with regard to the regional beverage wholesalers, the local parties, which have a different job as the transport world.

B. PRODUCERS

Cegrobb, representing 8 national federations of wholesalers in beverages, would like that the following points are the subject of constructive discussions for the future and the preservation of the enterprises they represent:

- Impact of the European Food Information Regulation on the activities of our businesses
- Maintenance and development of the Contract of Selective Distribution
- Management of beverage packaging put into the market and valorisation of our logistics services for the return of the empties
- Harmonisation of the amounts for deposit between several countries for the same packages.
- On working group for the optimization of the logistic schemes of the upstream supply to reduce the environmental impact of the flows of goods and the deadlines of availability of the products