



## Press Statement

30 March 2015 – For Immediate Release

### **ETRC renews its commitment to European Alcohol and Health Forum**

The European Travel Retail Confederation (ETRC) has reaffirmed its commitment to the promotion of responsible retailing of alcohol products in duty-free and travel retail by renewing its membership to the European Alcohol and Health Forum (EAHF), a stakeholders' platform set up by the European Commission to tackle alcohol-related harm at European level.

As one of the few organisations in the Forum with both retailers and brand manufacturers amongst its members, ETRC participates closely with other members in meeting the overall objective to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm, including particularly to promote responsible commercial communication and sales of alcohol.

ETRC initially tabled its first commitment to the EAHF in 2012 by launching the Self-Regulatory Code of Conduct for the Sale of Alcohol Products in Duty Free and Travel Retail setting out best practices for the sale, promotion and marketing of alcohol products in our unique retail channel.

The Code of Conduct is designed to be consistent and complementary to other existing codes and policies, whilst reflecting the unique conditions of this distinct, transparent and highly regulated retail environment and differentiating the duty free and travel retail channel from the domestic market.

Capitalising on the success of its previous commitment during which ETRC actively promoted the adoption of the Code of Conduct by the full spectrum of members active in the retailing of alcohol, ETRC will continue promoting adoption, implementation and compliance with its Corporate members and through the national and regional associations.

ETRC Vice President and Alcohol Retailing Regulatory Working Group Chairman Erik Juul-Mortensen commented: "ETRC is proud to demonstrate the commitment of our industry to promote responsible retailing of alcohol products via self-regulation at a European level. The Code of Conduct seeks to address all the aspects of duty free and travel retail alcohol sales from commercial communications to labelling, staff training as well as sampling. ETRC will continue to secure the adoption, implementation and compliance with the Code of Conduct under our commitment to the EAHF."

[For more information:](#)

[Download](#) the ETRC Self-Regulatory Code of Conduct for the Sale of Alcohol Products in Duty Free and Travel Retail

[Visit](#) the website of the European Alcohol and Health Forum

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**ENDS**