



Press Statement
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ETRC creates Alcohol Retailing Regulatory Working Group to address the specific needs of the duty free and travel retail industry

The European Travel Retail Confederation (ETRC) announces the formation of its Alcohol Retailing Regulatory Working Group, an initiative that seeks to address the growing regulatory challenges that may impact on the ability of the duty free and travel retail industry to continue retailing alcohol beverages as we do today.

An inaugural meeting took place in April with leading brand owners where it was agreed that the working group's key objectives would be to defend and promote the alcohol beverage category in the duty free and travel retail channel, which has its own very distinctive characteristics. The development of consistent messaging and the promotion of the ETRC Self-Regulatory Code of Conduct for the Sales of Alcohol Products will be key elements of the strategy.

The working group will provide a platform for ETRC members, both brand owners and retailers, to establish a strategy to address current and future regulatory challenges and promote the unique nature of the duty free and travel retail industry. The group will also work closely with other trade associations both within and outside Europe representing the alcohol industry.

Speaking about the newly formed working group, ETRC Vice President and Working Group Chairman Erik Juul-Mortensen commented:

"We warmly welcome the creation of the ETRC Alcohol Retailing Regulatory Working Group which will act as a platform for cooperation between brands and retailers to promote best practices in this unique retail market. Travel retail and duty free has long been associated with providing an exclusive and unique retailing opportunity, offering the highest quality in products and experience. This group will help address the growing regulatory challenges facing our industry and allow our members to continue to provide their consumers with the retail experience they have come to expect."

ENDS

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