

## PRESS RELEASE

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**On behalf of the European Health Alliance on Alcohol (EHHA), the European Association for the Study of the Liver (EASL) welcomes the European Parliament’s decision to safeguard consumers by endorsing clear and accurate “reduced-alcohol” labelling.**

**Brussels** – The European Health Alliance on Alcohol (EHAA) welcomes the European Parliament’s decisive vote in the Agriculture and Rural Development (AGRI) Committee on 5 November, which reaffirmed support for the scientifically accurate and legally coherent term **“reduced-alcohol”** for wines with lower alcohol content. MEPs rejected attempts to introduce misleading descriptors such as “low” or “light” for wines containing up to 6% ABV, marking an important win for public health, consumer protection, and evidence-based policymaking.

### **A Victory for Clear and Accurate Alcohol Labelling**

The MEPs’ decision endorses the only terminology that avoids implying health or risk-related benefits and complies with EU Food Law principles.

The vote confirms what health experts, clinicians, and consumer advocates have long emphasised:

- **“Low-alcohol”** is inappropriate for products that still contain substantial levels of alcohol.
- **“Reduced-alcohol”** accurately reflects a factual change in alcohol content without misleading consumers.

This outcome strengthens consumer protection and reinforces the EU’s commitments under *Europe’s Beating Cancer Plan* and other key prevention strategies.

### **Supporting Stronger Public Health Policy in Europe**

The AGRI Committee’s decision sends a clear signal that public health must not be overshadowed by commercial interests. It aligns with major European and international frameworks seeking to reduce alcohol-related harm, including:

- *Europe’s Beating Cancer Plan*
- *The EU Cancer Code*

- *The WHO Global Alcohol Action Plan*
- *The forthcoming EU Cardiovascular Health Plan*, expected to include strengthened action on alcohol as a modifiable risk factor

By endorsing clear, evidence-based terminology, the European Parliament has taken a meaningful step towards reducing alcohol-related harm—one of Europe’s most pressing yet preventable health challenges.

### **A Positive Result – But Much Work Remains**

While this vote is a crucial victory for transparency in alcohol policy, the scale of alcohol-related harm across Europe remains alarming. Alcohol is a major driver of cancer, cardiovascular disease, liver disease, and a wide range of acute and chronic health conditions.

To address these harms, the EU must continue strengthening its approach to risk communication, labelling, marketing, pricing, and availability. Consistency across these policy areas is vital as Europe moves forward with its prevention agenda.

EHAA will continue to advocate for:

- Mandatory, on-label health warnings
- Accessible ingredient and nutrition information
- Alignment with wider EU disease-prevention objectives
- Strong, evidence-based action on alcohol in the EU Cardiovascular Health Plan

### **Next Steps – EHAA Calls on Parliament to Maintain Its Position**

EHAA urges the full European Parliament to uphold this position as legislative negotiations continue. The terminology used on alcohol labels directly influences how millions of Europeans perceive risk, make choices, and protect their health.

We call on policymakers to:

- Maintain the use of “**reduced-alcohol**” in all compromise texts
- Reject terminology that could obscure health risks or undermine EU prevention strategies
- Ensure coherence with the forthcoming EU Cardiovascular Health Plan, where clear alcohol risk communication will be essential

EHAA stands ready to provide independent clinical expertise, scientific evidence, and policy guidance throughout the negotiation process.

## **About EHAA**

The European Health Alliance on Alcohol (EHAA) is a coalition of 23 European and national health organisations representing over 2 million medical professionals and healthcare providers. EHAA works to reduce alcohol-related harm across Europe through evidence-based advocacy, education, and engagement with policymakers.

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### **Contact:**

Irene Mosqueira

Policy, Public Health & Advocacy Manager

European Association for the Study of the Liver (EASL), on behalf of the European Health Alliance on Alcohol (EHAA)

Email: [irene.mosqueira@easloffice.eu](mailto:irene.mosqueira@easloffice.eu)