A middle-aged man with grey hair, wearing a white dress shirt and a patterned tie, is smiling warmly at the camera. He is positioned behind a bar counter, with his hands resting on it. The background shows a well-stocked bar with various bottles and a wooden structure. The lighting is warm and focused on the man.

THE DRINKS  
INDUSTRY GROUP  
OF IRELAND

DIGI

## DIGI's Members



Alcohol Beverage Federation of Ireland



The Beverage Council of Ireland  
Beverage Council of Ireland



Irish Hotels Federation



Irish Nightclub Industry Association



Licensed Vintners Association



National Off-Licence Association



Restaurants Association of Ireland



Vintners Federation of Ireland

## The Drinks Industry Group of Ireland



The Drinks Industry Group of Ireland is the umbrella organisation for the wider drinks industry in Ireland. Our membership spans manufacturers, distributors and

consumption and the structure of the drinks market, we remain a key national industry, a very successful exporter, and a major contributor to Irish tourism.

Kieran Tobin  
Chairman, Drinks Industry Group of Ireland

the retail sectors (both the on-trade – pubs, hotels, nightclubs, restaurants – and the off-licence sector).

DIGI's primary focus is to highlight the economic contribution of the drinks industry to Ireland. This contribution is made through the 78,000 jobs that we support, the €3 billion turnover and €1 billion in exports generated by the drinks manufacturing sector, the network of pubs, bars, hotels and tourist centres, and the €2 billion in taxation for the Government.

While we face challenges through the difficult economic environment, cross-border trade, and significant change in

The Irish Drinks Industry is a key contributor to the national economy generating approximately €2 billion in excise and VAT revenue, and pubs, bars, restaurants and nightclubs are major features of local economies.

## Jobs and employment in the on-trade



The Drinks Industry in Ireland accounts directly and indirectly for over 78,000 jobs.

These jobs are spread across all sectors of the industry: manufacturing, supply, services and hospitality, as well as those who work directly for individual companies and businesses. These jobs are widely dispersed throughout Ireland.

This means that the drinks industry provides employment for a range of people from the barman and waitress to the production factory worker, the off-licence employee and the tourist centre guide.

The overwhelming majority of these jobs are concentrated in the on-trade sector – pubs, bars, nightclubs, restaurants and hotels. Sales in this sector have declined 25% in the last decade, with employment levels falling even further. Unfortunately, this trend has accelerated since the beginning of the downturn.

**The Drinks Industry wishes to work with Government to identify measures to protect our 78,000 jobs and to support the employment-intensive on-trade sector.**

## Our Exchequer contribution and taxation

The Irish Drinks Industry is a key contributor to the national economy generating approximately €2 billion in excise and VAT revenue.

We export approximately €1 billion worth of products to over 100 markets around the world. Our drinks products are some of Ireland's most successful and internationally renowned brands. The export revenue earned by the Drinks Industry is equal to that of the dairy sector.

It is worth noting that the Irish consumer continues to be subject to some of the highest alcohol taxes in Europe. These high taxes combined with the lower UK tax regime are key drivers of cross-border and out-of-country purchasing of alcohol. This is to the detriment of our industry, local jobs and businesses, tourism and the Exchequer

**The Drinks Industry believes that in order to maintain our contribution to the economy the Government should review Ireland's comparatively high alcohol taxes.**

### Taxation Contribution by the Drinks Industry (2009)

Excise	VAT	Total	Drinks	Drinks	Drinks
		excise and VAT	excise as % of all excise	VAT as % of all VAT	excise and VAT as % of all Tax
€968m	€1045m	€2013m	19.8	9.8	6.0

Source: Revenue Commissioners

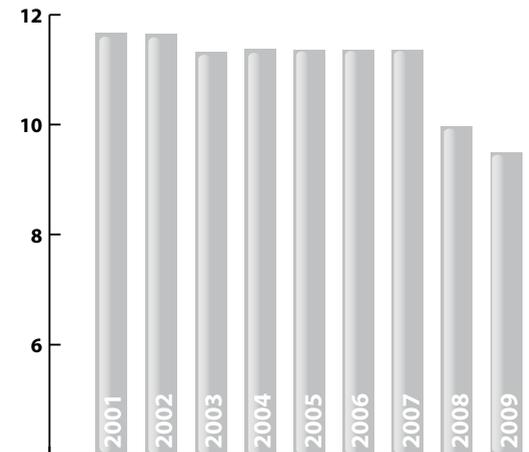
## Consumption is falling

Consumption of alcohol in Ireland has been declining for a decade and this decline has accelerated in recent years.

This decline is a consequence of lifestyle changes, the economic downturn, and lower consumer confidence. As a result Irish consumption, at approximately 9 litres per capita, is approaching EU norms.

Demographic changes and emigration mean that this downward trend is likely to continue.

**Alcohol consumption per capita in Ireland** in litres of pure alcohol



Source: Tony Foley The Drinks Market Performance in 2009



## Tourism and international profile

Irish drinks brands of whiskey, beer, cider and cream liqueur, and the Irish pub are known and respected the world over, and are a key part of our international reputation for hospitality and conviviality.

From large-scale facilities such as the Guinness Storehouse or the Jameson Distilleries, to individual historic pubs in our major towns and cities, to the small rural pub at the country crossroads, all have a central role in driving and developing the attractions and services that tourists require and enjoy.

In fact, tourism guides frequently state that a night in an Irish pub is among the most enjoyable experiences a visitor can have. This is an ideal opportunity to promote Irish brands and products, while sustaining jobs and the local and national economy.

**The Drinks Industry believes that our leading brands, our pubs, and hospitality sector are vital to our international profile and to sustaining and developing Irish tourism.**



*The Irish Drinks Industry complies with some of the most stringent regulations on alcohol marketing, advertising, and sponsorship anywhere in the world*

## Responsible Marketing

The Irish Drinks Industry is determined to market its products in a highly responsible and appropriate manner. As an industry we have signed-up to some of the most stringent regulations on advertising, marketing, and sponsorship anywhere in the world.

Many of these codes have been agreed with Government and cover all aspects of industry marketing, including print, broadcast, outdoor advertising, sponsorship, and promotions.

The Drinks Industry is also a proud supporter of hundreds of sporting,

cultural, and social events large and small, the length and breadth of Ireland. Many of these events would struggle to take place without our contribution.

We carry out this sponsorship in a responsible manner ensuring that all such activities are primarily for an adult audience.

**The Drinks Industry is proud of its contribution to Ireland's sporting, cultural, and social life, and is determined to continue to do so in a responsible manner.**

## Responsible consumption

The overwhelming majority of Irish people enjoy alcohol in a moderate and responsible way that enhances the quality of their lives – just as people do the world over.

Alcohol misuse is not in the industry's best interests from any point of view. For that reason, the Irish drinks industry funds and supports Mature Enjoyment of Alcohol in Society (MEAS) and drinkaware.ie.

MEAS has two key objectives: to foster responsible promotion of alcohol within the drinks industry and to promote the responsible consumption of alcohol among consumers.

The multi-million Euro contribution we are making to MEAS and drinkaware is strong evidence of our genuine commitment to responsible marketing, and the promotion of responsible consumption.

**The Drinks Industry fully supports efforts to promote a more mature and responsible attitude to alcohol in Ireland and supports efforts targeted at those most at risk from misusing alcohol.**



# DIGI

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