Love beer?
Make sure we have clean water.

Grain, hops and yeast: Different ingredients are needed to brew a great-tasting pint, but it all begins with good quality water.

Beer is 90 to 95% water. A local supply of quality water and its characteristics, such as pH and mineral content, are therefore crucial elements in the production of great-tasting beer.

But the future of our trademark taste is uncertain – our ability to consistently produce great beer relies on the protection and sustainable management of Europe’s freshwater sources, such as groundwater, springs, rivers, streams, lakes and wetlands, which in turn requires strong legislation. This already exists in Europe in the shape of the EU Water Framework Directive. However, the legislation is currently being reviewed, which could lead to it being weakened.

As a business that utterly depends on a reliable supply of clean water, we strongly support the EU Water Framework Directive, and urge the European Commission to keep it in its current form - a stable regulatory framework that gives certainty to businesses, such as ours, that heavily depend on clean water.