

# Stronger Canned Beers and Ciders are better for the Environment

The UK consumes 4.4 billion litres of beer annually<sup>1</sup>, with the cider market an additional 822 million<sup>2</sup> litres on top of this. Both sectors are consistently targeted by the government, because of their agenda of reducing alcohol consumption, as a result of concerns surrounding the negative impact alcohol has on health. For years, the government, industry officials and health lobbies have been rallying against stronger beers, with arguments of the alcohol content and pack format encouraging reckless and immoderate consumption. Whilst it may be the case that a small minority of drinkers' abuse alcohol usage, this is in fact industry wide and is not just limited to the stronger beer and cider categories alone.

**We believe that if a drinker chooses to consume 1 can of 9% abv beer over 2 cans of 4.5% abv beer then the aluminium waste would be halved (assuming the drinker consumes the same number of units). This is because to ingest the same level of units, the consumer would need to drink twice as many cans of 4.5% abv beer than 9% abv beer. Many mainstream beers are significantly less in abv than 4.5%, which would make the positive effect on the environment of switching to a stronger beer even more dramatic.**

- If every 4.5% abv and under can, sold in the UK, was replaced with a 9% abv beer (assuming unit consumption is equal), the number of cans could be reduced by a **minimum of 1.7 billion cans**, applied to the UK cider category as well, then a **further 200 million cans** used in the cider market could be saved each year
- If these cans were put end to end, there would be enough to **reach the top of Everest over 29,000 times** or **circle the world 6 times!**
- Pollution from manufacturing will also be reduced due to the significant reduction in can numbers needed. Further reductions in pollution as a result of reduced emissions from products being transported will be significant. If people chose to drink the same number of units from one can of 9% abv beer instead of two cans of 4.5% abv beer, **we could take an estimated 33,000 lorry journeys out of the system in the UK alone for beer, which would significantly reduce the pollution footprint, congestion and impact on the roads.**
- Switching to a stronger beer and cider but drinking less quantity could mean that as many as **24,000 tonnes of aluminium** combined could be taken out of production each year, which also reduces the risk of it ending up in landfill.

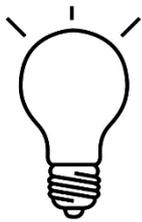
1. BBPA Beer Barometer 2018

2. Weston's Cider Report 2019

Choosing stronger beers and ciders will enable the following benefits:



**Reduced packaging waste**



**Reduced energy use**



**Reduced manufacturing pollution**



**Reduced emissions pollution, road damage and congestion**



**Reduced raw material usage, including water and aluminium**

\*We are basing this on consumers drinking the same number of units as they would from a greater volume of lower abv beer or cider and remaining within the CMO guidelines.