THE BREWERS OF EUROPE

DON'T DRINK AND DRIVE

17 NOVEMBER 2026 · BRUSSELS
SMART ROUNDTABLE

Julia Leferman
Secretary General, The Brewers of Europe



MANY ELEMENTS WORKING TOGETHER

1

Legislation

Clear rules on drink-driving

2

Enforcement

Checks that drivers notice

3

Education

Starting with young and novice drivers

4

Sanctions and rehabilitation

Helping to prevent reoffending

5

Campaigns

With authorities, police and partners

6

Responsible alternatives

A designated driver or an alcohol-free beer

7

Technology

Tools that support safe choices

THE BREWERS OF EUROPE

CAMPAIGNS ACROSS EUROPE



BELGIUM

BOB, the original designated driver

Since 1995; inspired campaigns worldwide



BULGARIA

Excuses Don't Get Far · Responsible Together

With traffic police and the Red Cross since 2008



CZECH REPUBLIC

I drive, I drink non-alcoholic beer

Police reward sober drivers; 557,000+ reached



GERMANY

DON'T DRINK AND DRIVE

Since 1993; simulators in schools; 232m contacts



GREECE

European Night without Accidents

20 years; designated drivers in 39 cities



HUNGARY

Road Accident Prevention Program

With county police; 0.0% beer for sober drivers



ITALY

O bevi o guidi

200,000+ learner drivers in 3,000 driving schools



SLOVENIA

0.0 for Responsible Drinking

With the Slovenian Traffic Safety Agency and AMZS



SPAIN

Elegir SIN al volante es la caña

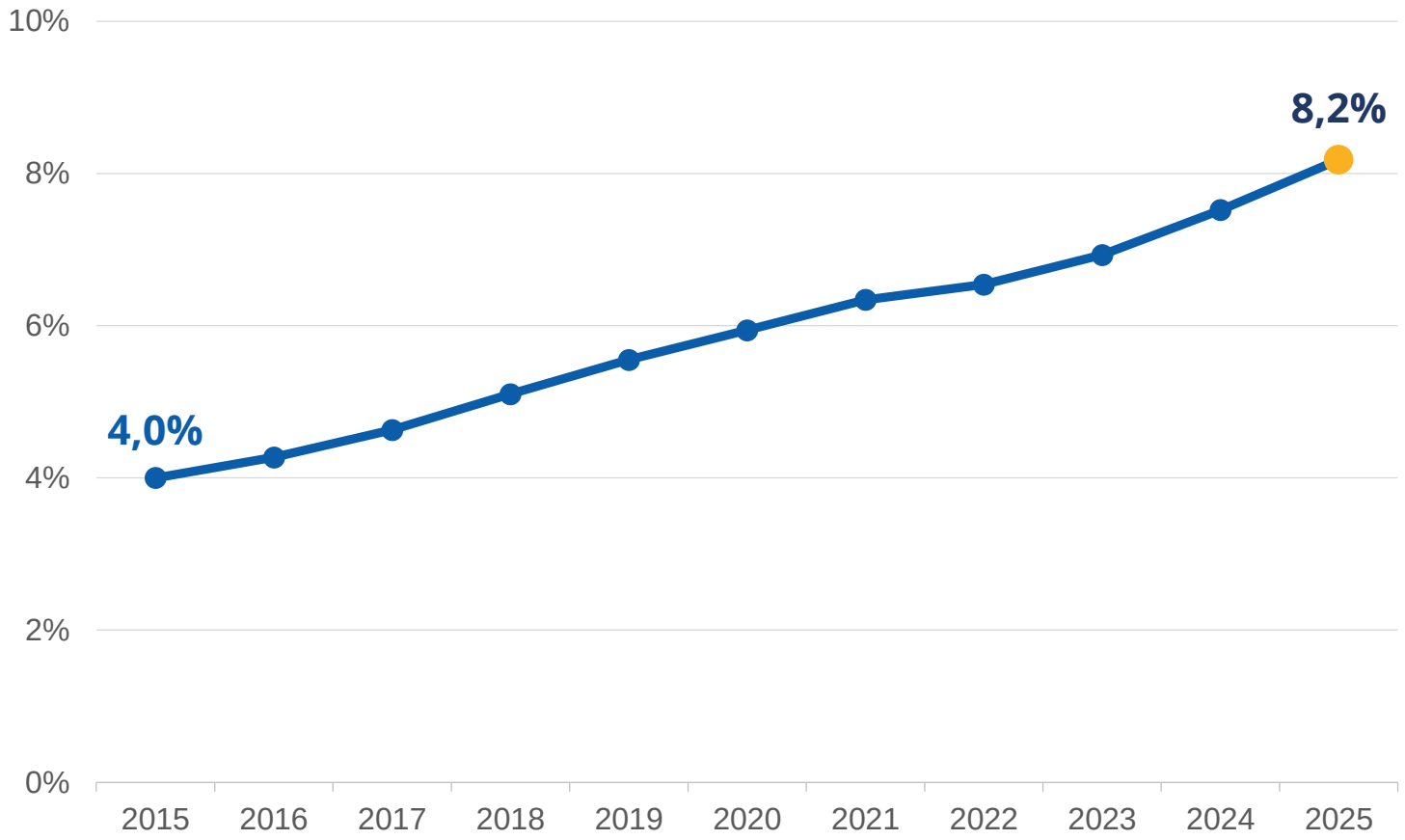
With the traffic authority: driving? Choose alcohol-free beer

ALCOHOL-FREE BEER: A REAL CHOICE FOR DRIVERS

1 in 12

beers consumed in the EU is now non-alcoholic

Spain ~15% · Czech Republic 12% · Hungary and Slovakia 10% · Poland volumes up almost ninefold since 2015



Non-alcoholic beer's share of the EU beer market (≤0.5% ABV). Source: The Brewers of Europe, from Euromonitor International, Alcoholic Drinks 2026

THE BREWERS OF EUROPE

THE BREWERS OF EUROPE

THANK YOU

THE BREWERS OF EUROPE
WWW.BREWERSOFEUROPE.EU

Julia Leferman
Secretary General, The Brewers of Europe

