

Press news from Systembolaget



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Systembolaget alerts European Commission President Barroso to Europe's alcohol consumption

Around 600,000 Europeans die each year from alcohol-related problems and injuries. To mark the 50th Anniversary of Swedish Alcohol Retail Monopoly Systembolaget, the company is seeking to alert European Commission President Barroso and other European decision-makers to the alcohol situation in Europe and the significance of the alcohol retail monopoly in Sweden.

Tomorrow 22 November Systembolaget is taking this message to European Commission President José Manuel Barroso. As part of this campaign, Systembolaget is launching a website dedicated to Barroso, www.DearMrB.se,* that includes a short film showing the alcohol situation in Europe and how the Swedish retail monopoly operates and the effects of it. The film is directed by Tomas Alfredson. On the same day, an advert will be published in the Financial Times, while in Sweden, an Anniversary Ad will be placed in some seventy daily and evening newspapers with the same message.

“Systembolaget was created for the sake of the public health in Sweden. Naturally our task has been affected by the fact that we are now part of the EU open market. So we thought that our 50th Anniversary would be a very good opportunity to show the European Commission President and the people of Europe why we have an alcohol retail monopoly in Sweden. At the same time, we wish to raise awareness of the problems associated with Europe's high alcohol consumption. For instance, we Europeans drinks twice as much as people in the rest of the world,” says **Systembolaget President Anitra Steen**.

President Barroso also receives a letter from Systembolaget today which explains the reasoning behind this campaign. The letter will also include a copy of the report “Alcohol – no ordinary commodity”, part sponsored by the WHO.

Further information

* www.DearMrB.se will go live tomorrow 22 November. If you would like a preview of the website today, please enter the user id: alcohol and the password: rhubarb.

Background information, press photos, the letter to Barroso, adverts etc are available at:

<http://www.systembolaget.se/Applikationer/Knappar/Press/Jubileum/>

The Financial Times advert is also attached as a pdf.

For any further questions, please contact the Systembolaget senior press officer Björn Rydberg: +46 (0) 8 503 310 25 or +46 (0) 70-528 41 05, bjorn.rydberg@systembolaget.se