



PRESS RELEASE

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Effective support and clear prospects are needed – now!

The decisions reached by Germany's state and federal governments to close restaurants, bars, clubs, discos, and pubs, which go into effect today, have drastic repercussions not only for the hospitality industry. These measures will also severely impact the beverage industry, which includes several thousand small and mid-sized and craft operations. The beverage industry trade associations stand with the hospitality sector – for they are and remain our most essential partners.

Whether restaurants, hotels, or the corner pub – the hospitality industry has undertaken enormous efforts in recent months to meet the requirements for preventing the spread of the virus. The coronavirus pandemic poses a serious threat to all of society. Many businesses have therefore taken measures that go above and beyond those mandated by the state and have, to the very last, invested in additional protective measures and outdoor seating areas to ensure the safety of guests and employees alike, even in cold weather. This new lockdown is all the more bitter a pill for the hospitality industry to swallow since it forces businesses whose very survival is already threatened to close after only a brief period of recovery. Hospitality businesses rightly point out the extensive measures taken to prevent infection and question how many of the positive cases identified to date can actually be traced to restaurants or hotels. We firmly believe that any political decisions must be based on solid, scientific evidence if they are to be broadly accepted. The closure of restaurants will likely result in more people gathering privately, in their own homes, where they can't be seen, where no effective safety policies are in place, and where contact tracing is impossible.

The federal and state governments have justified the renewed closure of restaurants by stating that, in exchange, other areas of the economy and social life can remain open. When the state places especially heavy burdens on a single economic sector for the sake of the

greater good, it must also provide especially strong support to the affected businesses and employees. We welcome the federal government's promise to "offer massive economic and financial assistance." And we expect that assistance to be dispensed quickly and without a lot of red tape. However, it is also essential that similarly hard hit businesses within the supply chain receive real support that ensures their continued survival.

Restaurants, cafes, and hotels, pubs and bars, clubs and caterers, concert and event organisers, the beverage industry, and other suppliers – they all need not only financial support but also a clear outlook for the future. Many of these family-run enterprises are on the brink of collapse due to the pandemic and expect a reasonable policy response that shows a willingness to take an honest, hard look at the situation, including the expected time frame for reopening, and to openly discuss the necessary measures. The goal must be to replace uncertainty with strategies that safeguard the health of our population and at the same time the survival of businesses that find themselves in financial distress by no fault of their own.

Media contacts

Udo Kremer, Managing Director

Verband Deutscher Mineralbrunnen e.V.

Kennedyallee 28

53175 Bonn

Phone: +49 228 9599012

udo.kremer@vdm-bonn.de

www.vdm-bonn.de

Dr. Detlef Gross, Managing Director

Wirtschaftsvereinigung Alkoholfreie Getränke e.V.

Monbijouplatz 11 10178 Berlin Phone: +49 30 259 2580

dgross@wafg.de

www.wafg.de

Holger Eichele, Managing Director

Deutscher Brauer-Bund e.V.

Neustädtische Kirchstr. 7A

12099 Berlin

Phone: +49 30 20916725

eichele@brauer-bund.de

www.brauer-bund.de

Roland Demleitner, Managing Director

Verband Private Brauereien Deutschland e.V.

Rheinstrasse 11

65549 Limburg

Phone: +49 6431 52048

info@private-brauereien-deutschland.de

www.private-brauereien.de

Dirk Reinsberg, Managing Director

Bundesverband des Deutschen

Getränkefachgrosshandels e.V.

Monschauer Str. 7

40549 Düsseldorf

Phone: +49 211 683938

reinsberg@bv-gfgh.de

www.bv-gfgh.de

Klaus Heitlinger, Managing Director

Verband der deutschen Fruchtsaftindustrie e.V.

Binger Strasse 253

53179 Bonn

Phone: +49 228 954600

heitlinger@fruchtsaft.org

www.fruchtsaft.org