

EN
E-001109/2026
Answer given by Mr Hansen
on behalf of the European Commission
(2.6.2026)

In its reply to question P-001116/2026, the Commission explained how it has been discussing different possible approaches for the establishment of marketing standards for cider and perry with national experts and representatives of the sector since 2024, after having published a report¹ and an impact assessment² on marketing standards including those for cider and perry in 2023.

With the support of a large majority of Member States and of representatives of the sector, the Commission will pursue discussions with all Member States to further explore options with the objective of covering all products currently present on the market under the name of cider, in full respect of EU diversity and of providing added value to the EU cider sector as a whole, contributing to the EU competitiveness agenda, as marketing standards would equally benefit apple and pear growers as well as cider and perry producers.

While the non-paper circulated up to now in different revised versions, it is not yet final and remains open to improvement, the standard envisaged by the Commission aims to harmonise rules across the whole EU market without applying to EU exports or requiring any reformulation of cider products and perry products, although some of them may need to be labelled in a way that ensure that consumers are accurately informed about the type of product they purchase and consume.

¹ <https://eur-lex.europa.eu/search.html?scope=EURLEX&text=COM%282023%29200&lang=en&type=quick&qid=1774271284377>.

² <https://eur-lex.europa.eu/legal-content/NL/ALL/?uri=CELEX:52023SC0097>.