



“Wine in Moderation, Art de Vivre”

Programme Implementation



Seminar: Health benefits of moderate wine consumption
6th CYPRUS WINE COMPETITION
CYPRUS, Limassol 9th April 2011

Belgium: Fédération Belge des Vins et Spiritueux (FBVS)

Bulgaria: National Vine and Wine Chamber (NVWC)

Cyprus: Association of Cyprus Wine Producers

Europe: GLEVE

France

- Association Générale des Entreprises Vinicoles (AGEV)
- Fédération Française des Vins d'Apéritif (FFVA)

Germany

- Bundesvereinigung Wein und Spirituosenimport (BWSI)
- Verband Deutscher Sektkellereien (VDS)
- Verband Deutscher Weinexporteure (VDW)

Greece: Greek Wine Federation (SEO)

Netherlands: Koninklijke Vereniging van Nederlandse Wijnhandelaren (KVNW)

Hungary: Hungarian Wine Federation

Italy

- Federazione Italiana Industriali Produttori, Esportatori ed importatori di vini (FEDERVINI)
- Unione Italiana Vini (UNIVINI)

Luxemburg: Fédération Luxembourgeoise

Malta: Malta Wines and Vines Association

Portugal

- Associação Empresas de Vinho do Porto (AEVP)
- Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos (ACIBEV)

Romania: Patronatul National al Viei si Vinului (PNVV)

Slovenia: Wine Association – Slovenia

Spain

- Asociación española de elaboradores y distribuidores de vermouth y aperitivos vinicos (ANEV)
- Federación Española del Vino (FEV)

United Kingdom: The Wine and Spirits Trade Association (WSTA)

Professional association of the **EU Wineries and Trade**

- **23 national associations** representing still wines, aromatised wines, sparkling wines, liqueur wines and other vine products.
- **Over 7.000 companies, mainly S&M enterprises** producing and selling the large majority of European quality wines, with and without GI.
- **Over 90% of EU wine exports**, with annual exports of 6 billion €, the EU Wine industry contributes a surplus of 3 billion € to the EU balance of trade.

EU STRATEGY ON ALCOHOL RELATED HARM

“An EU strategy to support Member States in reducing alcohol related harm
(24.10.06)”

The Strategy has identified the following five **priority themes**:



- Protect young people, children and the unborn child;
- Reduce injuries and death from alcohol-related road accidents;
- Prevent alcohol-related harm among adults and reduce the negative impact on the workplace;
- Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption, and on appropriate consumption patterns;
- Develop and maintain a common evidence base at EU level.

EU Alcohol & Health Forum



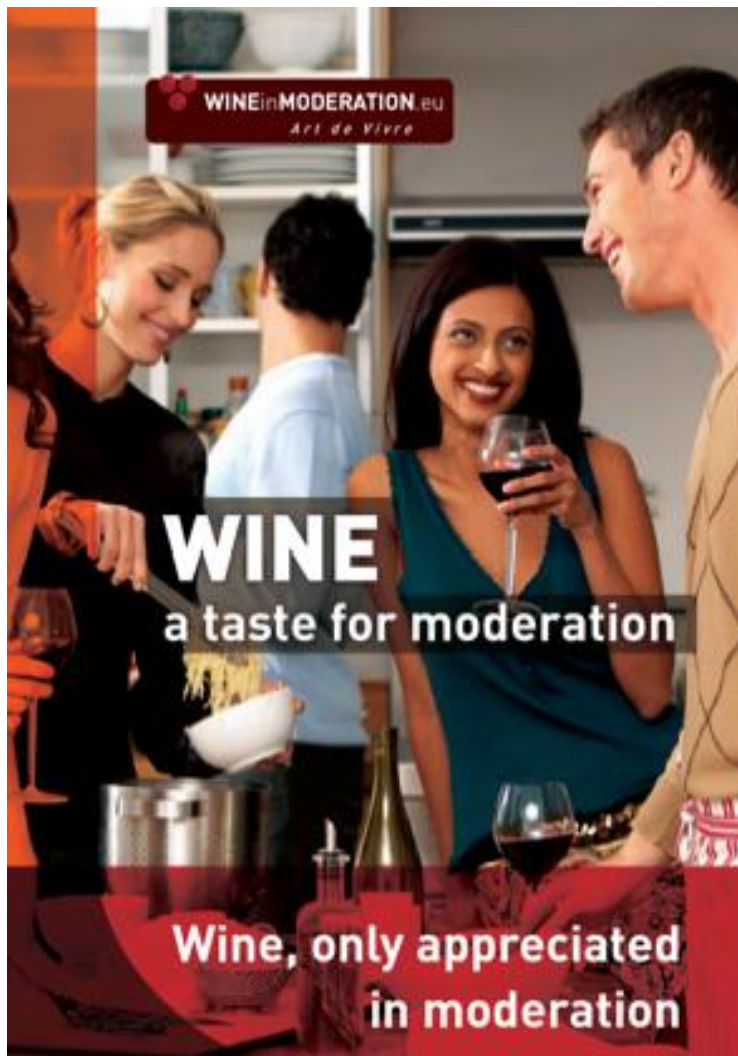
- A cornerstone of the EU Alcohol Strategy.
- Requires concrete commitments, continuous and measurable, to make an effective contribution to the reduction of Alcohol related harm.
- The EU Wine Sector is an active participant in the EU Alcohol & Health Forum with WINE IN MODERATION

Commitment of the whole Wine business community to promote moderation and responsibility - building on the values of the Wine Culture.

The “Wine in Moderation - Art de Vivre” programme brings together the entire EU Wine sector stakeholders at EU level, with their national constituencies, to progressively implement, in cooperation with national authorities and other stakeholders, a comprehensive and consistent set of concrete and measurable initiatives:

- ✓ science-based information,
- ✓ broad-based education,
- ✓ sector self-regulation.

WINE SECTOR COMMITMENT



WINE IN MODERATION MESSAGE

WINE COMMUNICATION STANDARDS

- Inducing moderation and responsibility

“ART DE VIVRE” INFORMATION - EDUCATION PROGRAMES

- Encourage cultural change
- Wine in moderation as part of healthy lifestyle
- Inform on risk of abuse and misuse

WINE INFORMATION COUNCIL

- Share “best practices”
- Scientific information & research

WINE COMMUNICATION STANDARDS



A história de Grão Vasco é uma história de amor pelo vinho. Uma história que começou há mais de 50 anos no Dao, feita de um conhecimento profundo da região, da selecção das melhores uvas e castas e de um processo de produção rigoroso. Uma história que mais tarde continuou no Alentejo, depois no Douro, dando origem a vinhos exuberantes e envolventes. Todos eles, verdadeiros prazeres para os sentidos. Símbolos autênticos do melhor sabor de cada região, que cada dia apetece repetir e apreciar. No fundo, uma história cheia de sabor, à qual sabe sempre bem voltar.

GRÃO VASCO
A mais bela história de sabor.

 **WINEinMODERATION.eu**
Art de Vivre

Seja responsável. Beba com moderação.

www.graovasco.eu

Key Message: Guide to a moderate consumption of wine



1. Savour the wine you drink

- **Understand the wine you drink:** taking the time to learn where it is from make the wine's distinctive taste more enjoyable
- **Drink slowly:** take time to distinguish and taste the distinctive flavours of your wine
- **Accompany wine with good food:** enjoy wine that complements your meals - alongside a glass of water
- **Regular consumption of smalls amounts of wine is preferable** to binge drinking large amounts in one sitting
- **Do not exceed the guidelines** for low-risk moderate consumption of wine and other alcoholic beverages

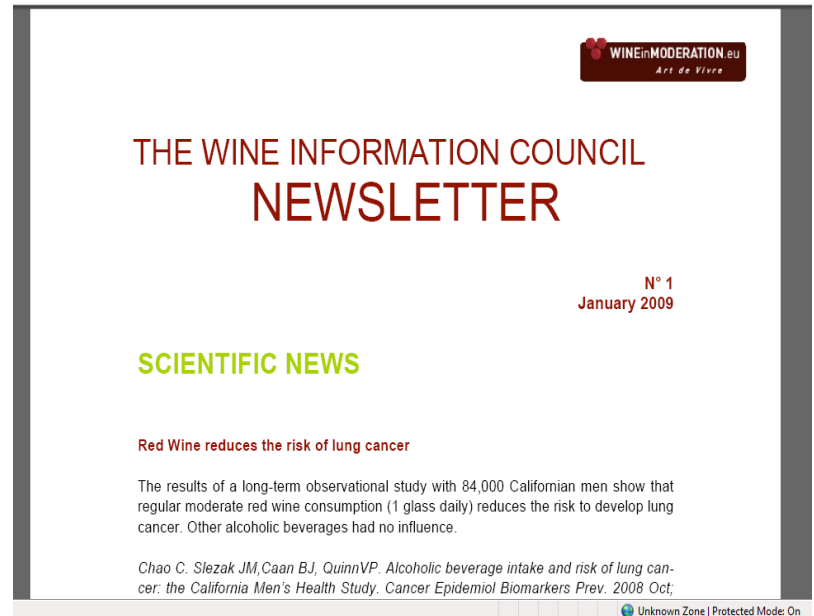
“ART DE VIVRE” INFORMATION - EDUCATION PROGRAMES

Key Message: Guide to responsible consumption of wine



2. Wine drinking requires maturity : consumers under legal age should not drink
3. Women should avoid drinking wine and other alcoholic beverages during pregnancy
4. If you drive avoid drinking. If you do drink never exceed the legal BAC (*blood alcohol concentration*) set for drivers

Consult your family doctor in case of any doubts or questions



www.wineinformationcouncil.eu

Monitoring achievements and success

- unprecedented surge of commitment in the history of the European wine sector
- mobilized a critical mass of the key leading organizations at EU, national and local level
- tracking the implementation activities deployed on the ground is a technical, functional and economic challenge for the wine professional organisations
- implementation activities in at least 9 countries: France, Germany, Italy, Portugal, United Kingdom, Spain, Greece, Cyprus, and Switzerland.
- Vary from one MS to the other, depending on the local contexts, structures and resources.
 - Some MS use the central messages and tools such as available on www.wineinmoderation.eu
 - Other MS have adapted to the specific context, activities and stakeholders in each country.

Highlights of commitment activities



Powered by **ceev**

- **WIM WEBSITE** : www.wineinmoderation.eu
- **MODERATION MESSAGE** : common across all programs
- **"ART DE VIVRE" EDUCATION** : toolbox of programs and initiatives targeted to industry professionals
- **WINE COMMUNICATION STANDARDS** : good practice in communication
- **WINE INFORMATION COUNCIL** : science based information and cross sharing at www.wineinformationcouncil.eu

Report on the implementation of the Wine in Moderation programme (2008-2010) → **FACTS & FIGURES**

WIM programme:

9 participating **countries**
(8 MS + Switzerland)

WIM website:

- **6** languages
- **250.000** visitors
- **550.495** pages

WIM logo / tagline

inserted in **100%** of CEEV
and CEVI communications
to their members

WIM presentations:

- **100%** of the national organisations in the 9 participating countries
- **400** presentations made
- **15.000** professionals reached
- **400.000** people reached among the broader audience

WIM in the media:

- **30 million** people reached through WIM-related campaigns
- **20 million** people reached through wine companies commercial communications

Report on the implementation of the Wine in Moderation programme (2008-2010) → **FACTS & FIGURES**

Wine Communication Standards:

- Presented to **100%** of our members associations
- **Adopted** by national Wine Sector organisations in ES, PT and DE
- **Equivalent standards** applied in UK, DE, NL, BE

“Art de Vivre”:

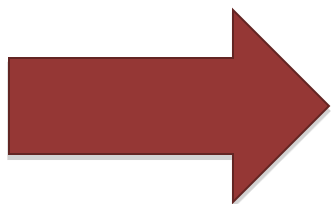
- **87** presentations
- **24.000** people reached

Wine Information Council:

- **860** scientific studies featuring in the online WIC database
- **17** monthly newsletters sent to **16.000** recipients

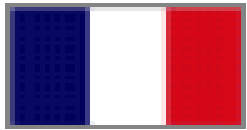
Total investment:

2.092.253,52 €



**OVER 60 MILLION EUROPEANS,
PROFESSIONALS AND CONSUMERS
REACHED**

Highlights of national commitment activities



France

- Adaptation to the national environment by a single organization **"Vin et Société"** partnered by the whole national wine professional associations. www.vinetsociete.fr
- 2 websites to educate young people about the risks of the abuse of alcohol consumption: www.atoidechoisir.fr (for young people) & www.atoidechoisir.info (for teachers)
- Partnership with **Sécurité Routière** for the campaign **"Soufflez, vous saurez"**
- **«Mémento Vin & Santé »** A review on the effects of wine on health (Vin & Société in collaboration with the "L'Union des Œnologues de France")



Germany

- Deployment of Art de Vivre education tool to professional target groups, (trainees of the wine sector, sommeliers, etc) by **The Deutsche WeinAkademie**, partnered by the whole German wine sector.
- Leading the managing of the scientific project and network Wine Information Council.
- The German Wine Sector adhere to the voluntary Code of Conduct on commercial communication for Alcoholic Beverages of the German Advertising Federation (ZAW)



Italy

- Launch of **"Enotria 2009"** devoted to the [Wine In moderation, Art de Vivre programme](#)
- **"Vino e Giovani, Art de Vivre"** partnered by the Ministero delle politiche agricole alimentari e forestali, Regions, University, and Enoteca Italiana (Siena) www.vinoegiovani.it
- Spot **"Stile Mediterraneo"**, by **FEDERVINI**

Highlights of national commitment activities



Spain

- Adoption of a [Wine Advertising Self Regulation Code for Wine](#)
- Partnership on Wine in Moderation with the [National Federation of the Hospitality sector \(FEHR\)](#) and deliver Art de Vivre Seminars to HORECA professionals
- Dissemination amongst scientists and institutions of Wine in Moderation message through [FIVIN - Fundación para la Investigación del Vino y la Nutrición](#)
- €18,500,000 investment made by wine companies in communication material and advertising



Portugal

- WIM is recognised in the [Alcohol & Health Forum of Portugal](#) as the basis of the commitments made by the key associations [AEVP](#) and [ACIBEV](#), as well as [Sogrape Vinhos](#)
- WIM program in Portugal numbers 98 members (various wine stakeholders)
- Formal signature by 72 operators adhering to the WIM program – [including IVDP and IVV](#) – with adoption of Wine Communication Standards
- 2 consumer targeted advertising campaigns: “[Seja Mediterraneo](#)”, (Adopted the “Stile Mediterraneo” spot shared by Federvini of Italy) and the “[Pede um bom condutor](#)”



Greece

- A WIM national [Advisory Interdisciplinary Scientific Committee](#) which will advice and monitor the development and implementation of the WIM program in Greece.
- Partnership with the Minister of Health for a [national social marketing](#) campaign promoting “Wine in Moderation” (spot).
- WIM common message part of the Marketing Campaign of “[New Wines of Greece](#)” www.newwinesofgreece.com



Highlights of the activities on Cyprus

The Cyprus Wineries Association (CWA) is responsible for the implementation of the WIM Programme on behalf of Cyprus wine makers, producers and traders. <http://www.cypruswineries.org/>

Disseminating a Common Moderation Message

- ✓ March 2009: Dissemination of information about the WIM programme from initially to its Members for internal use.
- ✓ April 2009: Translation of the WIM Common Message into Greek. Development of the Greek WIM logo and adoption of the greek version logo by CWA members in their communication activities
- ✓ July 2009: Press conference under the auspices of both the Ministries of Justice and Health -> Communication of WIM to external audience
- ✓ *The WIM programme and the Wine Information Council were presented to key organisations' representatives and to the media.*
- ✓ Several articles on WIM program have been published in Cyprus newspapers.



Launch of the Cyprus WIM, with the Ministers of Justice and Health, July 2009



“The campaign literature is informative. It's colourful. It's appealing. It gets across important facts about the dangers of heavy drinking – without taking a "preaching" tone of the sort which might encourage rather than discourage an irresponsible approach to alcohol. It also gets across the point that wine is a "health issue" in a positive sense, not just a negative sense.

“A glass or two of wine taken regularly really can be wonderful preventive medicine - as our grandfathers always told us when they took the bottle out of the cupboard. Above all, it gets across the point that wine is a good thing if used in the right way – something to savour, something to celebrate”

Commissioner Fisher Boel
Brussels, 18th March 2008.



Highlights of commitment activities

“Wine in Moderation, Art de Vivre” and its ongoing implementation has been mentioned by SANCO as 1 of 5 good examples of commitments (*among a total 108 commitments submitted by 60 stakeholders...*)

“A programme that combines mobilisation, development of self-regulation of commercial communications and moderation education directed to the general public”



***EU Open Forum Alcohol & Health,
30 April 2009***



Robert Madelin, Former EC - DG SANCO

“But more action is needed...”

Highlights of commitment activities



“Moderation is the KEY”.
We must, in collaboration, keep pushing for that.

***CEEV meeting with Commissioner J.Dalli ,
25 November 2010***



Commissioner John Dalli, DG SANCO

Highlights of commitment activities



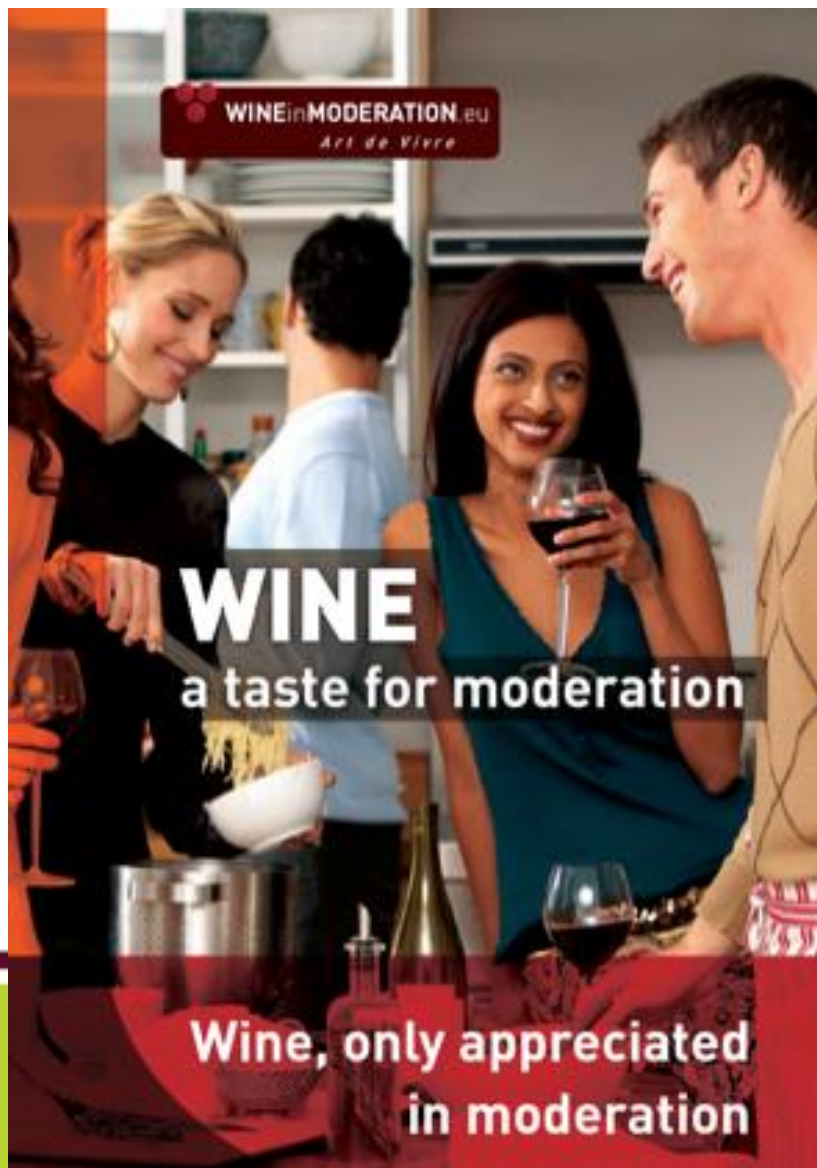
The responsible commitment of the whole Wine business community to promote moderation and responsibility - building on the values of the Wine Culture is a PRIORITY.

- We are politically committed and mobilized,
- We have got a consistent concept adaptable to the national / local contexts and their priorities,
- We have got the key messages, the tools and the essential political support.
- Delivering is not just a duty but a major opportunity.



Future challenges

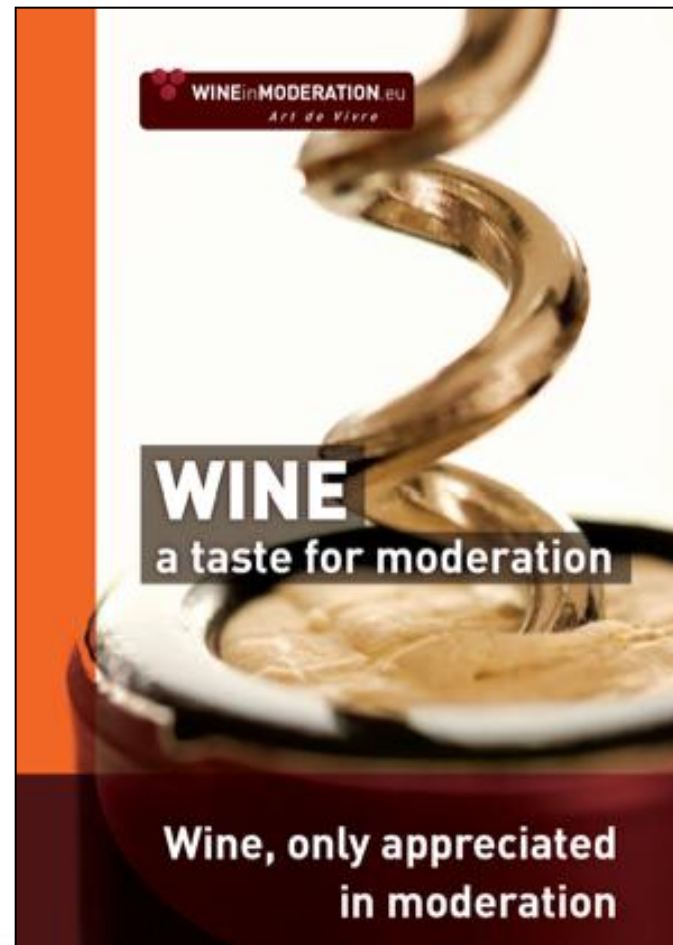
- EU Wine sector commitment to implement WIM:
 - *Renewal of the WIM Commitment to the AHF, broadening both scope and impact.*
 - *“Walk the talk”* - internal training, guidelines for marketing good practice, internal regulations for alcohol in the workplace
 - *“Teamwork”* – centralized coordination for action and reporting
 - *“Put your money where your mouth is”* – funding and co-financing
 - **Telling the consumer** – “Arts de Vivre” needs to be communicated
 - **Building partnerships with local health authorities and stakeholders** – working with others – authorities, countries, sectors, stakeholders.



WINEinMODERATION.eu
Art de Vivre

WINE
a taste for moderation

Wine, only appreciated
in moderation



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