

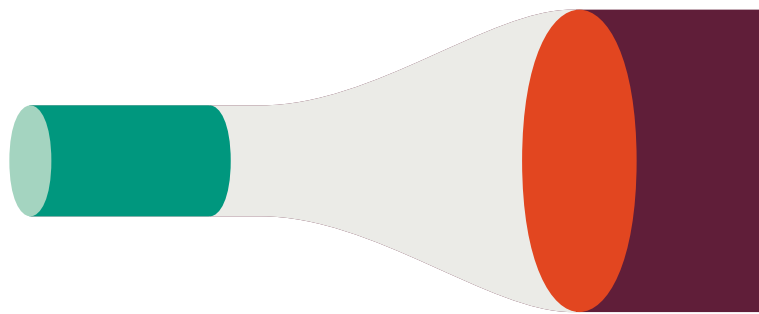
Wine Communication Standards

Self-regulation on commercial communication of wines



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The wine communication standards

Advertising and commercial communications are important tools for producers and companies to establish the reputation of their products, secure customer loyalty, provide product information to the public and ultimately secure market share. The way wines are traditionally presented, communicated, and served to consumers induces moderation.

The wine sector has established the “**Wine Communication Standards**” to promote best self-regulatory practices:

1

Encouraging **moderation** and **responsibility** by reinforcing the way wines are traditionally presented and communicated to consumers.



2

Ensuring that commercial communication on wine products does not encourage or condone **excessive consumption or misuse** of any kind.



These standards are established as a set of basic principles and criteria to comply with the law, with good faith and through good business practices. They do not seek to replace relevant national laws or codes of conduct but provide best practices and guidelines for the wine sector and relevant national self-regulatory bodies responsible for sector and company codes.

Wine sector representative associations and/or individual companies are recommended to cooperate with their national self-regulatory bodies or other appropriate independent organisations to adapt, implement, and monitor the compliance of these Standards at national level. (please see annex I)

These Standards formalize these best practices and showcase the sector's ability and will to self-regulate.

They complement, but do not replace, **the applicable legislation or self-regulatory codes** of practice in force where the communication is conducted.



Through the “Wine in Moderation Programme”,¹ the wine sector is committed to social responsibility towards consumers and society.

And the objective of these Standards is to **strengthen and intensify responsible wine advertising** and to shape commercial communications for wine products in a way that guides the consumers towards moderate and responsible consumption patterns and away from harmful consumption.

1. For more information about the Wine in Moderation Programme please visit: www.wineinmoderation.com



Definitions



For the purpose of these Standards:

Commercial communication

Unless otherwise indicated by the legislation in force, commercial communication is any advertising or marketing communication instrument developed by a business enterprise, regardless of the medium used, with the primary objective of promoting sales of goods or services to consumers, including sponsorship², internet, consumer, and trade promotion, merchandising and point of sale material, excluding editorial content such as non-paid for press articles, information in annual reports and the like, or corporate public affairs messages in press releases or statements to the media, government agencies or the public about matters of societal concern, such as the risks or benefits related to the consumption of alcohol, or educational messages about responsible drinking or the role of alcohol in society.

Wines

All wine products (e.g., still wines, sparkling wines, liqueur wines, aromatised wines, etc.) as defined under the legislation in force of the country where these standards are applied.

Minors

Minors are individuals who are not of legal age of purchasing and/or consuming alcoholic beverages based on the legislation in force.

Wine in Moderation Programme

Wine in Moderation is an international programme of the wine sector that aims to inspire healthy lifestyles and well-being, and to contribute to the reduction of alcohol related harm.

2. Any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits

Scope of application

WHERE TO USE THE WINE COMMUNICATION STANDARDS?

The Wine Communication Standards cover all **marketing and commercial communications** both offline and online.



WHO SHOULD USE THE WINE COMMUNICATION STANDARDS?

- **All economic entities** that are involved in the wine sector are invited to take these standards into consideration and follow them in their commercial communication.
- **Any economic entity** which has joined Wine in Moderation commits to follow the Wine Communication Standards.
- These Standards should also be shared with **agencies or other third parties** that are commissioned to develop communication material for the entities following the Standards.



Wine sector representative associations and/or individual companies are recommended to cooperate with their **national self-regulatory bodies** or other appropriate independent organisations to adapt, implement, and monitor the compliance of these Standards at national level. (please see annex I)



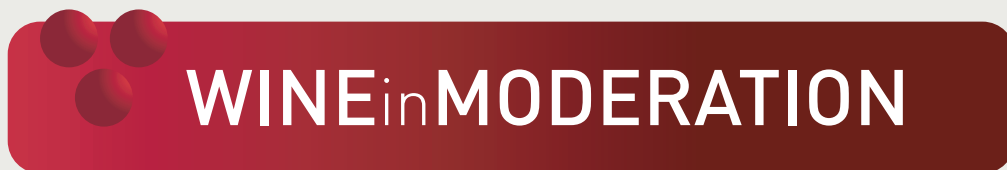
Wine in Moderation message & logo

(Moderate and Responsible Drinking Message - RDM)

Commercial communication shall promote the responsible consumption of wine. To this end, the commercial communications of wines shall include a message about **moderate and responsible consumption**.

Considering the wine sector's commitment to social responsibility through the "Wine in Moderation Programme" and in compliance with the legislation and self-regulation in force, entities which follow the principles of the Wine Communication Standards shall include:

- The Wine in Moderation Programme **logo**
- The "Wine in Moderation message": "**CHOOSE | SHARE | CARE**"



CHOOSE | SHARE | CARE



or any appropriate variation of the Wine in Moderation logo and message as this is described in the latest Wine in Moderation Trademark Stylebook³.

The Wine in Moderation logo and message shall be displayed in a **clearly visible and readable format**.

The entity may replace the “Wine in Moderation message” indicated above by other moderate and responsible drinking messages. Any moderate and responsible drinking messages must be in **conformity with the principles** set out in these Standards and **encourage moderate and responsible drinking patterns**.





3. The Wine in Moderation logo are Registered Trademarks, the use of the logo is allowed to all economic entities that join the Wine in Moderation programme and are authorized to use the WIM TM based on a Regulation of Use. To join the programme and download the logo and other national variations, visit the www.wineinmoderation.com website.






Principles

For the scope of this document, the following principles must be followed in all commercial communication.

THE WINE COMMUNICATION STANDARDS ARE ABOUT BEING LEGAL, TRUTHFUL, AND FAIR:

-  commercial communication shall comply with regulations and **self-regulatory codes of conduct** in force, whatever their content, their dissemination medium or the form that they take.
-  commercial communication shall be **decent, honest, and truthful**.
-  commercial communication shall be prepared with a **due sense of social responsibility** and shall meet the requirements of fairness, sustainability, good faith, and good business practices. They must NOT be unethical, discriminatory, offend against generally prevailing standards of taste and decency or otherwise be an affront to human dignity and integrity.
-  commercial communications and product promotions must be **transparent as brand marketing by being identifiable** as such, and must respect user privacy according to the applicable laws

COMMUNICATIONS SHOULD NOT:

-  encourage or condone excessive or irresponsible consumption of wine. **Such consumption should not be trivialised**, neither should abstinence or moderate consumption be presented in any negative way.
-  present situations of abusive consumption. They should **not display people showing signs of intoxication** or in any way imply that excessive consumption is acceptable.
-  suggest any association with violent, aggressive, illegal, dangerous, or antisocial behaviour.

**PRINCIPLES**

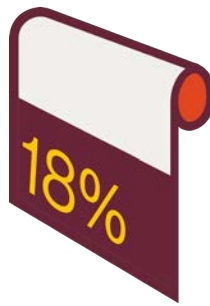
Alcohol content

Commercial communication may indicate the alcohol strength, but this indication should be provided for information purposes only and according to the relevant applicable laws.

It should **NOT** however:



Create any confusion as to the nature and alcohol strength of the wine advertised.



Present high alcohol content as one of the wine's positive qualities or as a reason to purchase it.



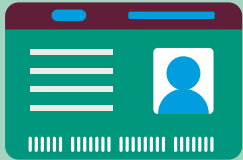
Give the wrong impression that a low-alcohol wine prevents abusive consumption.



PRINCIPLES

Minors

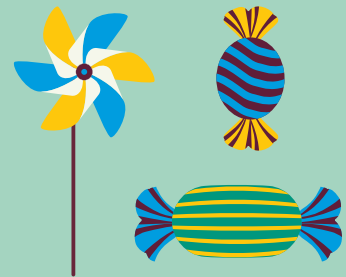
Commercial communication should not encourage drinking by **young people under the legal drinking age**.



The content of marketing communications for alcohol beverages should not primarily appeal⁴ to **individuals below the LPA**.



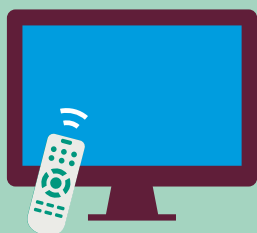
The communication should not display individuals who are nor look **under 25 years old**⁵.



The communication **should not encourage, promote, or show minors drinking wine** by using images, toys, candies, objects, symbols, music, causes, people, or celebrities that primarily appeal to them.

4. Marketing communications for alcoholic drinks are considered to "primarily appeal" to persons below 18 years-old if they contain elements which are more appealing to minors than to adults

5. The criteria of compliance regarding the individuals appearing to be minor is set at national level, respecting existing national legislation and structures, and compliance monitoring mechanism. A recommended good practice is that commercial communication should use models and/or actors who are at least 25 years of age. Marketing influencers should be at least 25 years old and reasonably appear to be of the legal purchasing age and legal drinking age or older. Professionals of the wine sector or retail sector are not considered as models and/or actors if used in commercial communication.



The **communication should not appear in media** that appeal to minors (e.g., programmes, sessions, sections, pages) in terms of editorial content and/or audiences



The communication should not suggest that avoiding wine or other alcoholic beverages is **synonym with immaturity.**



The communication should not present consumption as a **rite of passage to adulthood.**



For further specific guidance on digital communication, **please refer to the Digital Annex.**

6. The criteria of compliance regarding the audience are set at national level, respecting existing national legislation and structures and compliance monitoring mechanism. A good practice for restriction of access to minors are:

- marketing communications on traditional media should only be placed in media where at least 70 % of the audience is reasonably expected to be above the LPA. Content in non-proprietary channels can be sponsored only where at least 70% of the audience is reasonably expected to be above the LPA. To implement these placement commitments, only reliable, up-to-date audience composition data, should be used (certified by an independent third party when possible). In digital media, advertisers are advised to use all available technology and user data to ensure ads are targeted only to those users over the LPA. At least 70% of influencer's followers in digital communications should be of the legal purchasing age and legal drinking age (refer to the media's audience demographics).
- the use of appropriate age-gating mechanisms or use of consumer data excluding minor in digital commercial communication.



PRINCIPLES

Drink and drive and risky activities

Commercial communication should **NOT** associate wine consumption with:

Driving vehicles or operating potentially **dangerous machinery**, nor with other potentially hazardous recreational or work-related activities involving third parties' responsibility.

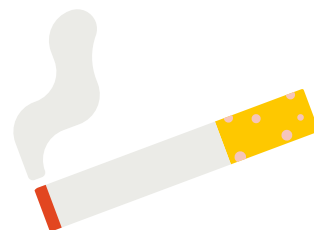


Dangerous situations/behaviours (i.e., should not portray wine being consumed by a person who is engaged in, or is immediately about to engage in, any action -sports, workplace, etc.- that requires **alertness or physical coordination**) or **antisocial behaviours** (e.g.: breaking glass, using the cork as a projectile, drinking games, walking on tables, destructing properties, etc.).

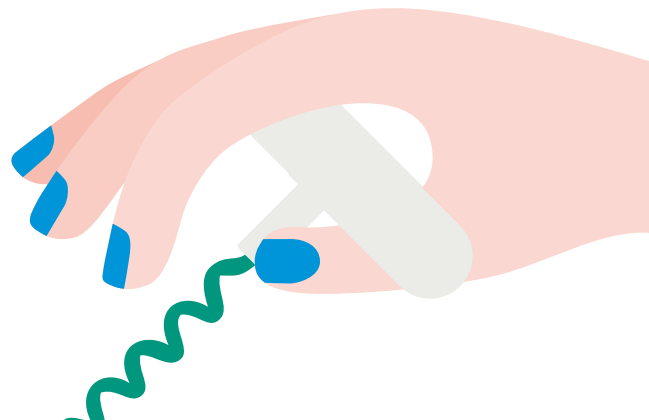
Illicit behaviour of any sort.



Tobacco (including cigars) or **illicit drugs** or the drug culture.



Commercial communication should **NOT** associate wine consumption with **permanent workplaces** nor **with people consuming wine when working**, with the exception of workplaces and/or people directly linked with wine as a profession.



PRINCIPLES

Health aspects

Commercial communication should **NOT** claim or suggest that wines may have therapeutic properties and/or that their consumption may help prevent, treat, or cure any human disease, or have any medicinal effect, nor make any link between alcohol and health or the medical sector.

Where permitted by law, factual statements about carbohydrate, calories or other nutrient content may be appropriate in **some circumstances**.





PRINCIPLES

Pregnancy

Commercial communication should **NOT** show pregnant/breastfeeding women who are drinking or specifically target pregnant/breastfeeding women.



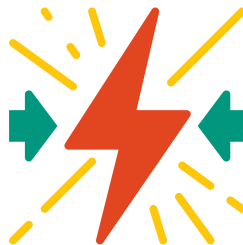
PRINCIPLES

Psycho – social aspects

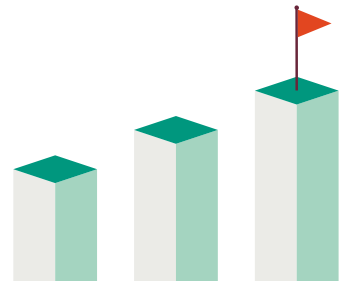
Commercial communication should **NOT**:



Claim that wine can enhance physical performance and/or mental ability.



Suggest that consuming wine may help to eliminate or relieve anxiety or overcome shyness, inhibitions, or psycho-social conflicts (e.g.: boredom, loneliness, or other problems)

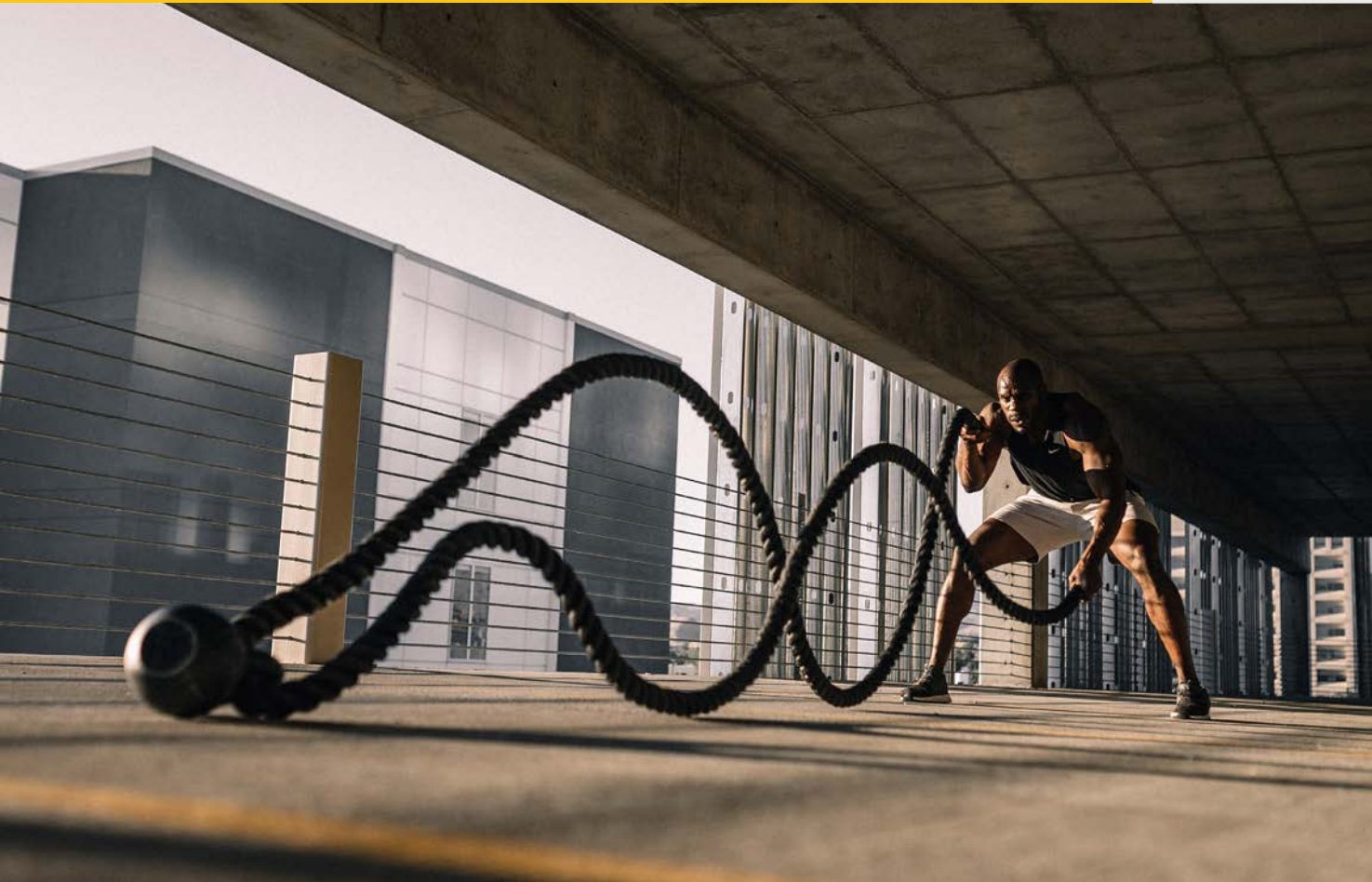


Present wine consumption as a requirement for social acceptance and success, implying that non-consumption would lead to failure in social and work life.

PRINCIPLES

PERFORMANCE

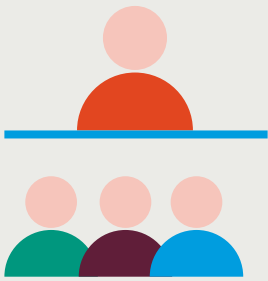
Commercial communication should **NOT** give the impression that wine consumption enhances mental abilities, physical performances, or skills.



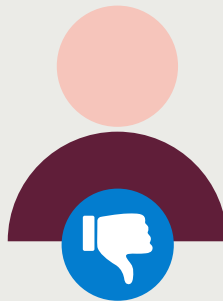
PRINCIPLES

Social success

Commercial communication can portray convivial settings but should **NOT**



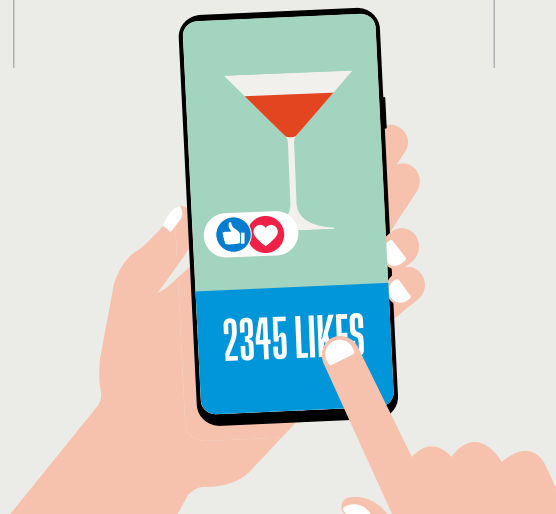
Suggest that wine consumption is a requirement for social acceptance or success.



Suggest that abstinence is synonymous with social, work or business failure.



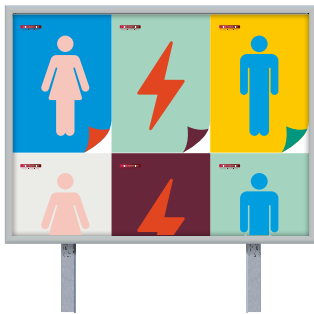
Suggest that drinking wine makes it possible to dare using certain behaviours and therefore extends the physical or mental limits of the consumer.



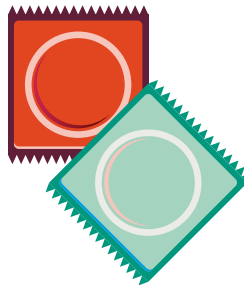
PRINCIPLES

Sexual aspects

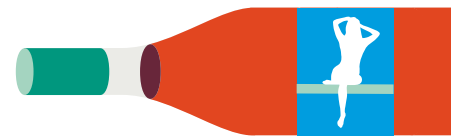
Commercial communication should **NOT**



Show degrading or discriminatory images of women or men, stereotypes of female or male, or images that may encourage violence



Suggest that wine consumption enhances sexual capabilities, attractiveness, or leads to sexual relations.



Contain or depict graphic or gratuitous nudity, overt sexual activity, promiscuity or sexually lewd or indecent images or language.





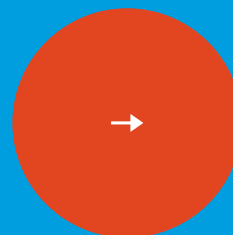
Annex 1

Implementation, compliance and monitoring

Commercial communication is closely connected with society's culture and traditions, as is self-regulation. Monitoring the compliance of these Standards should therefore be handled by Self Regulations Organisations (SROs) or other appropriate independent organisations at national level. The national SROs are indeed best placed to deal with complaints, as only they will be able to assess and fully understand **the statutory and self-regulation frameworks, context, and local sensitivities**.

Wine sector representative associations and/or individual companies should thus consider the good practices mentioned in these standards and cooperate with their national SRO's or other appropriate independent organisations for the adaptation, effective implementation, and monitoring of **these Standards at national level**.

For a consistent approach, the surveillance and effective application of the standards should be carried out as follows →



7. For more information about Self Regulations Organisations (SROs) and Self-Regulation systems please visit the European Advertising Standards Alliance (EASA) website:

www.easa-alliance.org

IMPLEMENTATION, COMPLIANCE AND MONITORING

Proactive self-regulation (SR): pre-vetting and monitoring

Copy advice and pre-clearance are **two pre-vetting tools** offered by SROs to prevent the presence of advertising that does not comply with the codes.

COPY ADVICE

When an SRO provides copy advice, they will give an opinion as to whether or not an advertisement complies with national advertising rules. It is provided on a **confidential basis**, usually accompanied by advice on the amendments necessary to bring a **non-compliant advertisement in line with the rules**. Copy advice is provided upon request to advertisers, agencies, or the media.



PRE-CLEARANCE

In some markets, alcohol advertising has to be **“pre-cleared.”** Each advertising execution is therefore submitted to a body dedicated to this purpose and cannot be run in the media if an authorisation has not been received. This is either due to the statutory situation under the relevant laws or the decision of the relevant industry body. The pre-vetting is therefore compulsory, and **the advice given mandatory**.



MONITORING

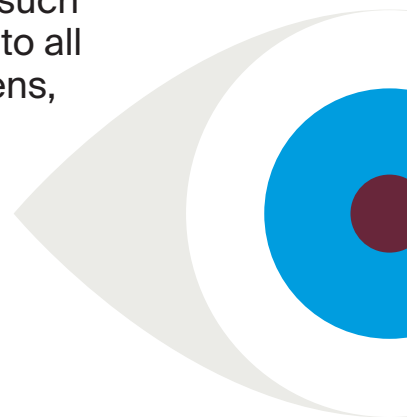
Is another method used by SROs which allows an **overview of the advertisements** of a specific sector of product, and which enables SROs to report problematic ads without being dependent on complaints received.



IMPLEMENTATION, COMPLIANCE AND MONITORING

Complaint handling

Procedures should be adopted to allow the submission of complaints with clearly defined **time limits** for all stages of the SRO's process. Staff should be trained, and internal procedures put in place to handle such complaints and the results should be available to all stakeholders: advertising industry, media, citizens, and authorities.

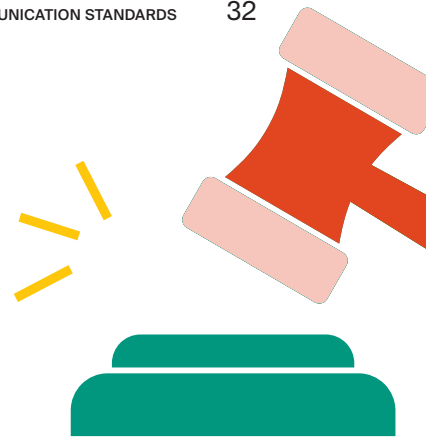




IMPLEMENTATION, COMPLIANCE AND MONITORING

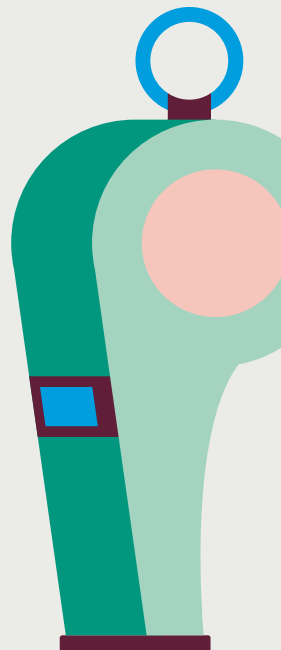
Sanctions

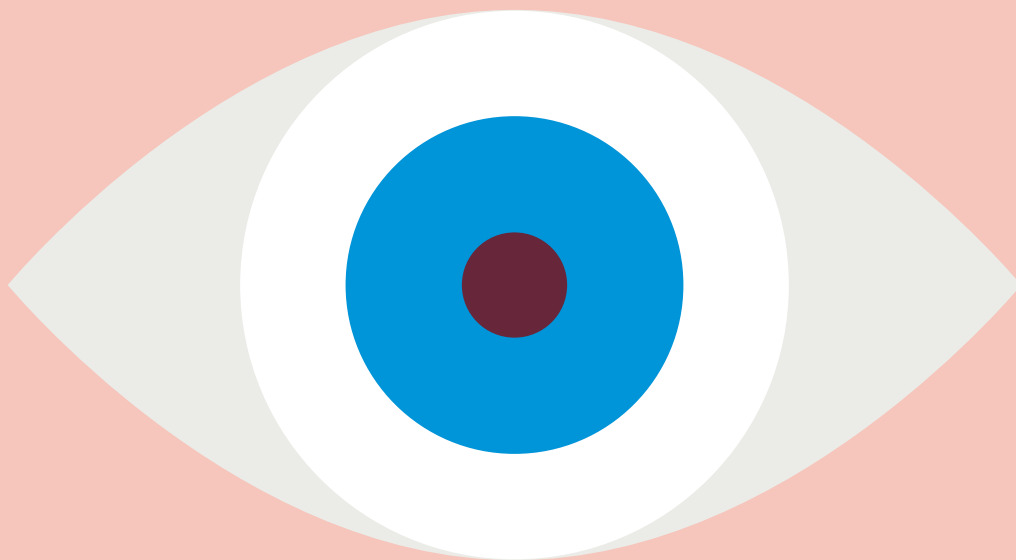
Sanctions for not complying with the codes, for repeated offences and for consistently ignoring codes or decisions are determined by the entities responsible for implementing and monitoring the compliance of these Standards. These sanctions should be **clear and effective**.



Independence

Arbitration bodies should be composed of a substantial proportion of **independent individuals**.





ABOUT WINE IN MODERATION

Wine in Moderation is a programme created by the wine sector that aims to inspire healthy lifestyles and well-being; and to contribute to the reduction of alcohol related harm. The Wine in Moderation programme builds on scientific evidence, education, and self-regulation to organise and empower the entire international wine value chain; raising awareness and knowledge about responsible drinking patterns and moderate wine consumption. Wine in Moderation is a common programme centrally coordinated and nationally implemented, with the capacity to adapt to local needs while respecting cultural diversity.

WINE IN MODERATION

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