

WINE IN MODERATION ART DE VIVRE

The social
responsibility
movement of the
Wine sector

IMPLEMENTATION
REPORT

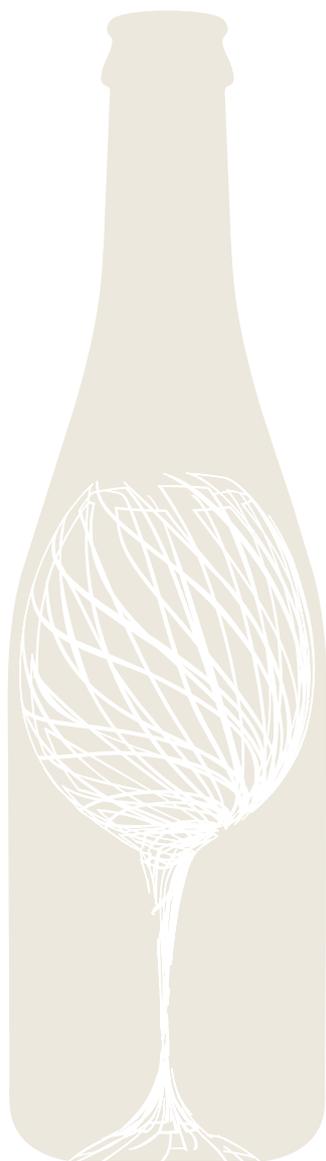
2011
2013



WINE IN MODERATION ART DE VIVRE

The social
responsibility
movement of the
Wine sector

IMPLEMENTATION | 2011
REPORT | 2013



INDEX

FOREWORD	3
1. ABOUT	4
1.1. WIM PROGRAMME.....	4
1.2. WIM AISBL.....	4
1.3. REPORT 2011-2013	4
2. ALCOHOL AND HEALTH POLICY & STRATEGY	6
2.1. THE EU STRATEGY ON ALCOHOL-RELATED HARM	6
2.2. THE EU ALCOHOL AND HEALTH FORUM.....	6
2.3. EVALUATION OF THE EU STRATEGY AND THE EAHF	6
2.4. A COMMITMENT OF THE WINE SECTOR	7
2.5. MONITORING THE ACTIONS OF THE FORUM	7
3. WINE: A CULTURE OF MODERATION	9
4. WINE IN MODERATION COMMITMENT	10
4.1. WIM 1 ST COMMITMENT PERIOD 2008-2010.....	13
4.2. POINT OF NO RETURN.....	16
4.3. WIM 2 ND COMMITMENT PERIOD 2011-2013	16
5. WINE IN MODERATION-ART DE VIVRE ASSOCIATION (WIM) AISBL	17
5.1. DEDICATED RESOURCES & OPTIMISED STRUCTURES	17
5.2. MEMBERSHIP	19
5.3. WIM AISBL ACHIEVEMENTS 2011-2013	22
6. WIM ACHIEVEMENTS 2011/2013	26
6.1. OVERVIEW 2011 - 2013	27
6.2. AUSTRIA - AUSTRIAN WINE ACADEMY	34
6.3. FRANCE - VIN ET SOCIÉTÉ	36
6.4. GERMANY - DEUTSCHE WEINAKADEMIE (DWA).....	38
6.5. ITALY - UIV & FEDERVINI	40
6.6. PORTUGAL - AEVP & ACIBEV	42
6.7. SPAIN - FIVIN & FEV.....	44
6.8. ARGENTINA - BODEGAS DE ARGENTINA.....	46
6.9. CHILE - VINOS DE CHILE.....	48
6.10. ACTIVITIES IN OTHER COUNTRIES	50
6.11. WIM AMBASSADOR: MOËT HENNESSY	58
6.12. WIM AMBASSADOR: PERNOD RICARD WINE AFFILIATES	60
6.13. WIM AMBASSADOR: SOGRAPE VINHOS SA.....	62
7. SUCCESS STORIES	64
7.1. SPREADING THE WIM COMMON MESSAGE	64
7.2. INCREASING KNOWLEDGE	70
7.3. SELF REGULATION	74
7.4. WINE INFORMATION COUNCIL.....	76
7.5. BUILDING PARTNERSHIPS	79
8. EVALUATION & DISSEMINATION	82
8.1. EVALUATION: IMPACT AND OUTCOMES	82
8.2. DISSEMINATION.....	85
9. END NOTE	86

FOREWORD

June 2014

Wine in Moderation–Art de Vivre (WIM) Aisbl, the non-profit association created in November 2011, organised the European wine sector in the fight against alcohol-related harm.

With a goal to defend the culture of wine, its people, its territory, and its moderate consumption, in a socioeconomic environment which permits the sustainable development of responsible businesses, the Wine in Moderation-Art de Vivre programme has progressed significantly, despite the difficult economic conditions, and the members of WIM Aisbl have remained committed to the aims established at the outset. This 2011-13 report records the actions of the wine *filière* to achieve a balanced approach to consuming alcohol.

The WIM programme aims to educate consumers, reaching a broad base of wine drinkers, with the WIM Message of moderation and responsibility in the way they enjoy wine and approach alcohol in their day-to-day lives, thus provoking a desired cultural change in their attitude to consuming alcohol.

WIM encourages self-regulation in the communication, marketing and sales of wine, as well as the enforcement and monitoring of existing legislation, while upholding that new legislation should be based on peer-reviewed science.

The high profile “*Quien Sabe Beber, Sabe Vivir*” programme in Spain has captured the imagination of many consumers, while the more targeted programmes in Austria, Germany, Italy and Portugal, and the parallel project in France, actively promote the spirit and message of WIM. All actions are aimed to achieve the programme’s objectives.

The expansion of WIM outside of Europe, to Argentina and Chile, is a clear sign that the moderation message is recognised, and we look forward to welcoming additional participants over the next three years.

The welcome creation of partnerships with related organisations - HOTREC, Friends of Glass and RECEVIN - has permitted the expansion of national links outside of the immediate wine *filière* with positive effects in terms of reaching consumers.

During 2013, WIM Aisbl launched a new consumer website and led the development of a professional education partnership within the sphere of the Leonardo



da Vinci's Life Long Learning programme, providing a positive base for structured vocational education and training within the next commitment, while the need for transparent science based information was addressed in the 2nd Conference “Wine in Moderation: From Science to Art de Vivre” organised by the Wine Information Council in Brussels.

These performance highlights were registered in the report submitted to the European Alcohol & Health Forum for the 2011-13 Commitment period.

In summary, this commitment made by the wine *filière* to implement WINE IN MODERATION remains very much alive and active, with yet a renewed commitment made to the EAHF, and further interest expressed by countries in Europe and around the world. We firmly believe that WIM will continue to expand, bringing the message of moderation and responsibility to consumers and changing the way that people approach alcohol.

George T. D. Sandeman
President
Wine in Moderation - Art de Vivre Aisbl

1 | ABOUT

1.1 WIM Programme

The *Wine in Moderation – Art de Vivre* (WIM) programme officially launched in 2008 as the wine sector's contribution to the European Commission's EU Alcohol and Health Forum (EAHF), within the framework of the EU strategy to support Member States in reducing alcohol-related harm.

Building on the values of the “wine culture” and founded on information backed by science, broad education and self-regulation, WIM is the tangible and measurable commitment of the wine community to promote responsibility and moderation.

This single, common programme is centrally coordinated, but has been designed to be easily adapted into local needs and demands respecting cultural diversity and regional identities.

1.2 WIM AISBL

The “Wine in Moderation – Art de Vivre (WIM) Aisbl” is the non-profit organisation established in 2011 by the European wine sector to coordinate the European and international implementation and development of the WIM Programme.

Today, WIM Aisbl is growing rapidly, spreading the Wine in Moderation – Art de Vivre message beyond the framework of the European Institutes and the EU geographical borders and establishing the WIM programme as the common global wine sector commitment, securing responsible and moderate wine consumption patterns as a social and cultural norm.

Members of WIM Aisbl include national associations, institutes and leading wine companies that are highly respected for their excellence and commitment to social responsibility.

While WIM Aisbl acts as the overall coordinator, providing guidance and expanding the WIM programme in new countries, national WIM coordinators are the key actors in planning, implementing and reporting activities in their respective countries. The WIM Ambassadors are leading wine companies and members of WIM who set the example and support action at national and international level.

1.3 Report 2011-2013

The WIM Programme is founded on the values of accountability and transparency.

This Implementation Report 2011-2013 is built on previous years' reports and presents, in a comprehensive and accessible manner a detailed understanding of the programme's activities and results. This report is designed to show our achievements at a national and international level over the last three years.

Key performance indicators (KPIs) were established through the WIM Programme - Commitment to the EAHF. Performance is measured against these indicators and reported to the EAHF annually. Each annual report is assessed and evaluated by the European Commission's External Evaluators.

Previous implementation reports can be found on the WIM and EAHF websites. Restrictions and limitations do apply in such a wide reporting exercise.



2 | ALCOHOL AND HEALTH POLICY & STRATEGY

2.1 The EU Strategy on Alcohol-Related Harm

In the framework of the EU Public Health policy and for the first time ever, the European Commission adopted in October 2006 a specific EU Strategy to support Member States in reducing alcohol-related harm.

This Strategy aims to map good practices and areas of socio-economic importance and Community relevance where further progress could be made. It also explains how the Commission can further support and complement national public health policies implemented by Member States in cooperation with stakeholders, taking into account that drinking patterns and cultures vary across the EU.

EU Alcohol & Health Strategy 5 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 in 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.

2.2 The EU Alcohol and Health Forum

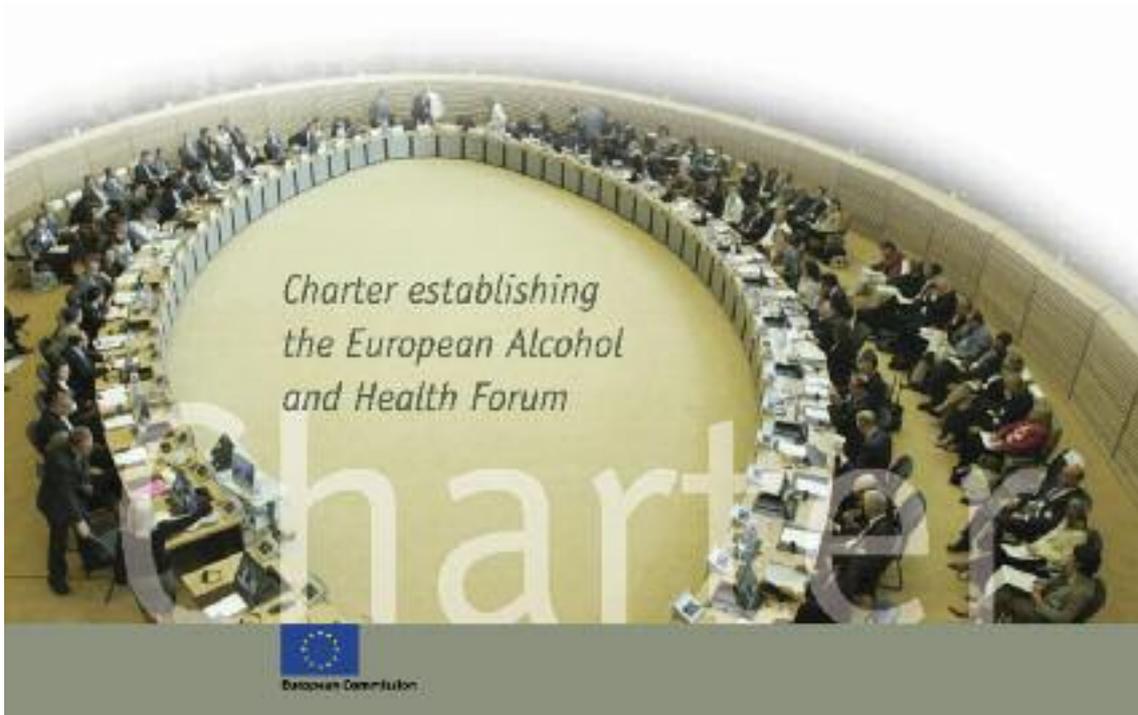
As one cornerstone for the implementation of this Strategy, in 2007 a European Alcohol and Health Forum (EAHF Chart) was created at EU level. This forum provides a common platform for all interested stakeholders that pledge to step up actions relevant to reducing alcohol-related harm, notably in the following areas:

- strategies aimed at curbing underage drinking;
- information and education programmes on the effect of harmful drinking and on responsible patterns of consumption;
- possible development of efficient common approaches throughout the Community to provide adequate consumer information;
- actions to better enforce age limits for selling and serving alcohol;
- interventions promoting effective behavioral change among children and adolescents;
- cooperation to promote responsibility and prevent irresponsible commercial communication and sales.

2.3 Evaluation of the EU Strategy and the EAHF

An independent evaluation of the EU Strategy and its tools, including the EAHF was launched in 2012, with an outcome globally considered positive. Indeed, the EAHF has provided an EU-wide approach to address common issues, a shared evidence base, mobilisation and action by stakeholders in relation to common objectives and support of the Member State's actions. The independent evaluators have made a number of suggestions to improve the effectiveness of the programme, namely: expand EAHF membership, focus EAHF actions on the priorities of the EU Alcohol Strategy and support members in strengthening their commitments to action (promote good practices for designing, monitoring and evaluating the commitments).

The current EU Strategy is expected to continue with the same priorities for the time being, areas for action and tools, including the EAHF. Notwithstanding, in this framework, an Action Plan focusing on Youth drinking and heavy episodic drinking is being prepared by CNAPA, and is aimed at strengthening the work in some specific areas of harmful alcohol consumption, and mobilising further concrete action by the different actors



(European Commission, Member States, Stakeholders including economic operators, academia, etc.) in order to address these acute challenges and to support the EU Strategy. This Action Plan, which is intended to be complementary to the EU Strategy, will be defined and implemented between 2014 and 2016.

2.4 A Commitment of the Wine Sector

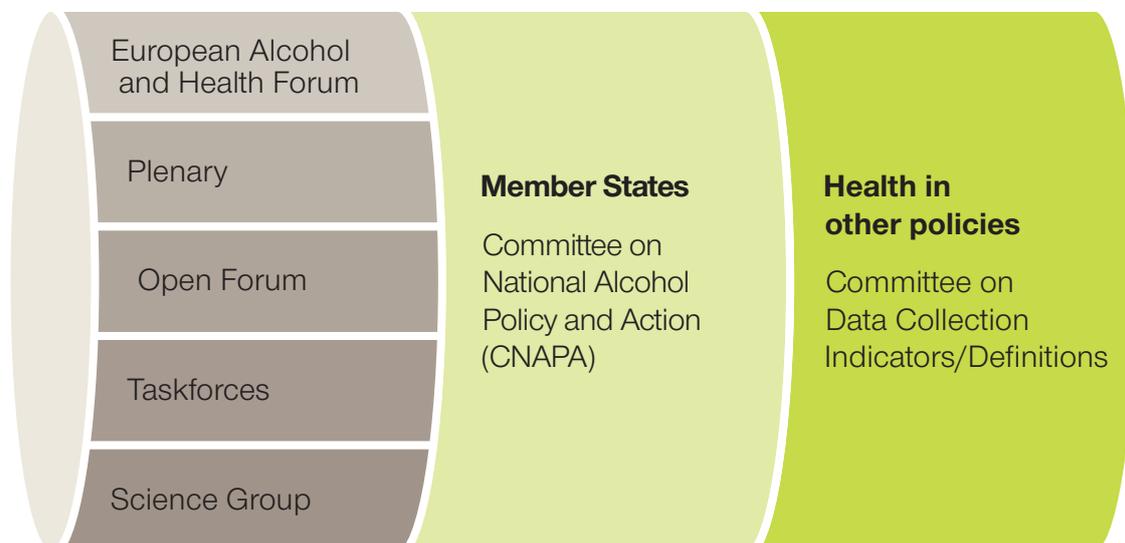
By joining the Forum, each member agrees to implement concrete commitments to contribute to the overall aim of the Strategy. Entities are required to regularly monitor, evaluate and report performance and

achievements. The design, development, dissemination and implementation of the WIM Programme by CEEV/ COPA-COGECA/ CEVI are the wine sector's commitment to the Forum.

2.5 Monitoring the Actions of the Forum

Monitoring voluntary commitments is at the heart of the Forum's philosophy. Defining objectives, reviewing progress along the way and evaluating the effectiveness of actions are essential to building trust among stakeholders and to encouraging meaningful and accountable actions.

New structure in place since the adoption of the EU Alcohol Strategy (2006)





WINE: A CULTURE OF MODERATION

3

The history of wine spans thousands of years and its past is inextricably linked to the evolution of agricultural practice and civilisation. Over this time, wine, and its role in society, has evolved, changing from an important source of nutrition to a cultural complement to food and conviviality compatible with a healthy lifestyle.

Even with such an evolution, this enduring cultural symbol has retained its associations with gastronomy, quality and company.

Reflecting a *savoir-vivre*, complementing culinary tradition, wine naturally lends itself to moderation. Its inherent attributes also promote responsible consumption; it is only in the savouring of the product that the unique qualities are revealed.

The wine sector and its individual elements make an invaluable economic, social, agricultural and environmental contribution. Wine regions across the world produce a gamut of diverse product and support local and regional economic health. Technological innovation has offered better control of the production process improving quality contributing to the production of wines suited to contemporary consumers' palate. Today, with the overall consumption of wine declining, consumers increasingly choose higher quality wines to be enjoyed in moderation as part of a modern, sustainable and healthy lifestyle.

However, in contrast to the inherent culture of wine, many countries are experiencing concerning trends in alcohol misuse, especially related to so-called binge drinking and amongst a particular socio-economic and age group, with major health, judicial, economic and social implications.

“Responsible and moderate consumption of wine must be promoted: wine is only appreciated to its fullest in moderation.”

Despite the differences in consumption witnessed worldwide, studies show moderate consumption of wine remains the norm; only a minority of people misuse the high-quality beverage that is wine.

Recognising the health dangers and the negative social and economic consequences that can be caused by the misuse of alcoholic beverages and the fact that responsible consumption patterns of wine are perfectly compatible with a healthy lifestyle, **today's culture of wine must include a common stakeholder commitment to ensuring that responsible and moderate drinking remains the social norm.**



4 | WINE IN MODERATION COMMITMENT

Wine is an agricultural product and viticulture plays an integral role in societies across Europe and the globe. Vine and wine growers, wine cooperatives, small wineries and bigger wine companies are actively participating in local societies, contributing to their economies, culture and environment, supporting sustainable development. Sustainability and the promotion of sustainable living is thus integral to the wine sector and its everyday practice.

Due to the agricultural nature of the sector, the large segmentation, the variety of structures and actors, the

wine sector witnessed a lack of coordination and hardly any reporting on this wealth of largely beneficial actions.

With the opportunity offered by the EU Public Health policy, the adoption of the European Commission's EU Strategy to support Member States in reducing alcohol-related harm in 2006 and with the firm intention to promote responsible and moderate wine drinking as a social and cultural norm, the whole European wine sector (CEEV, COPA-COGECA, CEVI) united. In 2008, this collaboration saw the launch of a comprehensive pan-European programme called "Wine in Moderation - Art de Vivre" (WIM) in the framework of the European Alcohol and Health Forum.

The Wine in Moderation commitment - programme was launched to support initiatives that seek to reduce harmful alcohol-related behaviours in Europe, and, at the same time preserve the cultural, environmental and economic place of wine in European society, noting that:

- Most consumers enjoy wine in moderation, but a minority of consumers misuse alcoholic beverages: all representatives of the wine sector – in every region, and at every step of the value chain – have a role to play in finding the best ways to communicate about the value of moderate consumption.
- There isn't a single European way to consume wine: drinking patterns depend greatly upon local traditions, education, gender, age-group and socio-economic factors; efforts to promote moderation should be tailored to the needs of each population.
- Many actors in the wine sector across Europe have been promoting moderation successfully: every successful effort, however local, should be used to inform the idea of "best practice" and should be adapted and emulated wherever possible.
- Efforts to promote moderation should be based on sound research that includes social and cultural aspects: existing and future research should be collated and analysed at EU-level to develop a science-based evidence of what works.

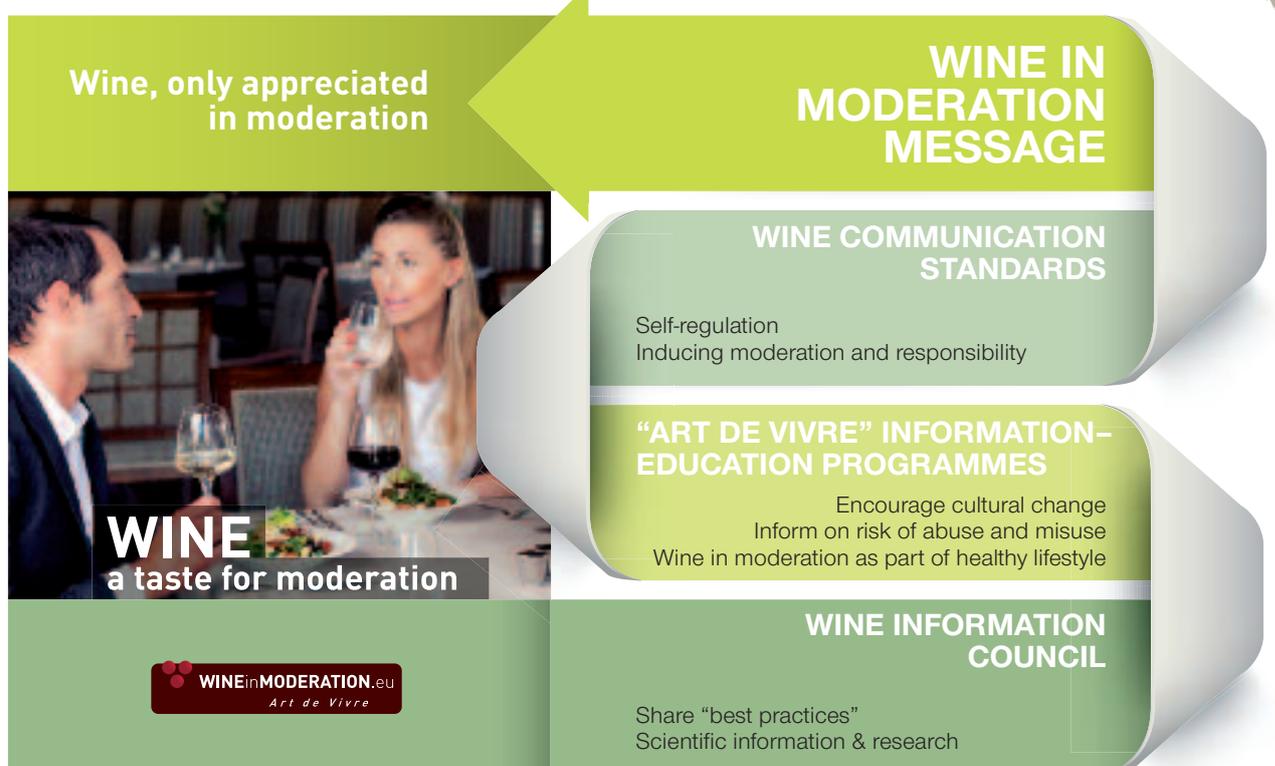
The WIM programme has been designed to achieve the following objectives:



THE WIM PROGRAMME OBJECTIVES



PROGRAMME ARCHITECTURE



As the needs of each Member State are different, the programme was designed to adjust to local and cultural needs. The range of priorities, intensiveness of resource-

use and modalities of activity implementation can vary from one Member State to another, depending on the local contexts, structures and resources.

KEY MESSAGE

GUIDE TO A MODERATE CONSUMPTION OF WINE

Key points to savour

Enjoy wine to its fullest

Drink slowly

Take the time to savour the wine's distinctive taste



Accompany wine with good food Enjoy wine that complements your meals - alongside a glass of water



Understand the wine you drink Knowing where its unique character comes from makes drinking all the more pleasurable



Regular consumption

of small amounts of wine is preferable to binge drinking large amounts on a single occasion



Do not exceed the guidelines for moderate, low-risk consumption of alcoholic beverages



Wine drinking requires maturity: under legal age people should not drink.

Pregnant women should avoid consumption of alcoholic beverages.

Avoid drinking if you drive and - in any case - never exceed the Blood Alcohol Concentration (BAC) limits legally established for drivers.

Always consult your physician in case of doubt!

Guidelines for low-risk moderate consumption

Based on available scientific evidence and different references provided by various public health authorities, it is accepted that low-risk moderate consumption ranges between the amounts set out in the guidelines below:



2



Up to 2 drink units a day for women

4



No more than 4 drink units on any one occasion



3



Up to 3 drink units a day for men



Alcohol should be avoided in certain situations such as when pregnant, when taking certain medication or when operating machinery

Alcohol consumption: terms of measurement

1 drink unit* representing 10g of pure alcohol equates to:



10cl of wine at 12% vol



10cl of sparkling wine at 12% vol



6cl of liqueur wine at 20% vol



7cl of aromatised wine at 15% vol

* This term indicates the average content of pure alcohol expressed in the most common units of consumption, although serving volumes and consumption guidelines vary across countries.

WIM 1ST COMMITMENT PERIOD 2008/2010

BRINGING THE EU WINE SECTOR UNDER A COMMON COMMITMENT

The first commitment period (2008-2010) of the WIM Programme can be divided into 2 main phases:

I. (March 2008–April 2009)

Planning of the programme at a European and national level and developing and adjusting the necessary tools and approaches.

II. (April 2009–December 2010)

Deployment of the planned activities through actors in the wine value-chain and to broader audiences.

The achievements can be summarised as follows:

Objective 1

A common moderation message for the entire sector

The first objective of the WIM programme was to unite the wine sector around a single common message that speaks to all European wine consumers, irrespective of origins, generations and genders, regardless of where and when they consume wine. This message had to be designed in a simple yet powerful manner and be supported by the entire wine sector.

In spite of a fragmented EU wine sector, the WIM programme has been able to mobilise a critical mass of leading organisations at EU, national and local level and engage them in the effective design of, and support for, a joint message. This WIM common message has been created and translated into 7 languages, adjusted where necessary to local audiences, cultures and needs and is supported by a suite of communication materials and tools (websites, spots, logos, slogans, posters, leaflets, banners, etc.). Guidance and training was provided to ensure that national members and other actors circulated the message in the spirit in which it was intended.

By the end of 2009, the dissemination of the common moderation message reached all the key sector associations and professionals and their constituencies in each participating country. A multi-media platform was used for dissemination including website, other communication tools, and a myriad of presentations, meetings and events led by the co-owners, the associated partners and the key contact point organisations in Member States.

During 2010, the dissemination of the "WIM" message was significantly boosted; in particular at national level, reaching broader audiences among the wine value chain professions but also among wine consumers and the general public, through specific media or generic campaigns linked to the Wine in Moderation-Art de Vivre message (i.e.: TV or cinema spots in Italy, Portugal and Greece) or/and the insertion of the WIM logo and tagline in wine companies' commercial communications.

Objective 2

Informing and educating wine consumers to help them make responsible decisions about drinking

The second objective of the WIM programme was to inform and educate the wine sector and its consumers to encourage cultural change and make moderation fashionable. It responds to one of the priorities of the EU Strategy on alcohol-related harm - to inform, educate and raise awareness on harmful consumption to support a society-wide understanding of appropriate consumption patterns.

Education and information are central to the promotion of the moderation message. Activities include:

- Active education of industry and consumers to encourage cultural change in their approach to consuming alcoholic beverages: making moderation fashionable;
- Educating consumers, who appreciate wine, to do so moderately, responsibly and as part of a healthy lifestyle;
- Familiarising consumers with the risks of abuse and misuse and the benefits of moderate consumption of wine to allow them to make informed and responsible decisions.

During the first phase of the implementation, innovative training tools and approaches were developed and translated into different languages.

The implementation of the "Art de Vivre" education has focused on the training of professionals and partners in the wine value-chain. This was prioritised noting the role of this cohort and the potential for them to play the role of first ambassadors and multipliers of the WIM message to the public.

In 2009, a number of valuable training initiatives, targeting either wine companies' staff or professional schools were launched, in particular in Germany, Italy, Portugal, and Spain.

Objective 3

Integrating moderation and responsibility in commercial communications of wine and wine products

Advertising and commercial communication can be an important tool for producers and companies along the value chain to inform consumers, help improve market share, secure customer loyalty and provide the public with product information. At the same time, operators must ensure that all commercial communications are carried out responsibly.

The Wine Communication Standards (WCS) were created to promote best practices across the EU whilst taking into account the specific characteristics of the wine sector.

The WCS aim to build on existing self-regulation structures and establish self-regulation commitments where they did not exist, along the lines of the "best practices" elements identified during the Round Table on Advertising Self-Regulation.

In 2008, the efforts primarily focused on training wine professionals on the goals, requirements and implications of the WCS, and informing the national federations and their member companies of appropriate practical steps that would facilitate the implementation at local level. Guidelines on how to use the message of moderation and responsibility in the consumption of wine were established and made available to all on the WIM website.

In 2009, the WCS implementation was launched in a number of countries with the Spanish Wine Federation acting as the pioneer.

Objective 4

Developing and exchanging best practices to promote moderation

In response to the need for broader dissemination of research on the health, social and cultural aspects of drinking in Europe, the Wine Information Council (WIC) was established.

In April 2009, a central WIC online database tool was launched. Publically available, the database is developed and is updated under the supervision of a scientific advisory board. It gathers relevant studies on the health, social and cultural aspects of wine consumption. This literature is freely available and circulated in an understandable monthly newsletter.

The WIC website facilitates the sharing of experiences in promoting moderation and responsibility in wine consumption across the EU, as well improving cooperation between existing national relevant organisations.



OUR ACHIEVEMENTS AFTER THE 1ST COMMITMENT PERIOD 2008-2010

01

WIM COMMON MESSAGE

One single and common message was designed by these organisations to be disseminated across Europe, adjusted where necessary to local audiences and local needs.

100% of the relevant European organisations, along with their members, committed to working together to establish the first pan-European, comprehensive programme to promote moderation, namely CEEV, CEVI and COPA-COGECA.

9 countries are participating in the Wine in Moderation – Art de Vivre Programme.

576,100 leaflets, **49,700** posters and **40,900** brochures were printed, in addition to banners, t-shirts, websites, logos, spots and other communication tools to spread the moderation message.

519 presentations of the WIM programme were made, reaching out directly to over 15,000 professionals, students and over 400,000 broader audience across participating countries.

Over 250,000 visitors and a total of 550,492 pages were viewed on the Wine in Moderation website.

30 million people reached by Wine in Moderation – Art de Vivre related media campaigns.

02

INFORMATION & EDUCATION

87 “Art de Vivre” training programmes were delivered to consumers and wine-related professionals increasing knowledge on moderate/responsible drinking patterns.

04

BEST PRACTICES

All the relevant social aspects organisations across Europe have gathered under one umbrella platform to exchange and discuss: the Wine Information Council.

One single online database, **860** scientific articles, **17** monthly newsletters with a total distribution of **16,000**.

03

SELF- REGULATION

3 codes of commercial communication were developed and transposed in 3 countries so far.

100% of the CEEV and CEVI communication material included the WIM logo and tagline.

Over 20 million people exposed to the logo and the message in commercial communications by wine companies.

4.2 POINT OF NO RETURN

TIME FOR THE NEXT STEP FORWARD

When the “Wine in Moderation - Art de Vivre” programme was launched in 2008, it was a big step forward for the wine sector. For the first time, all relevant actors within the European wine industry were united in the development of a holistic and comprehensive programme to promote responsibility and moderation in wine consumption.

In 2010, at the end of the initial commitment period to the EAHF, it was clear to all stakeholders that WIM had reached a “point of no return” in terms of strategic commitment and actions of social responsibility, and the wine sector came to the clear conclusion that the WIM commitment and programme should be pursued and perpetuated.

Despite the particularly difficult economic conditions, the European wine sector unanimously decided to renew its commitment to the European Alcohol and Health Forum with even more ambitious targets. It was decided to further enhance the programme implementation and scale up actions to:

- ensure the continuity and effective implementation of the WIM commitment by the wine filière vis-à-vis the relevant EU and international authorities;
- increase the awareness of the WIM message and the support of the WIM programme across the whole Wine filière in the EU and in Third Countries;
- reach consumers and opinion leaders, increasing their awareness and knowledge of the Wine in Moderation – Art de Vivre message;
- increase the implementation of self-regulation in commercial communications within the wine value chain;
- strengthen the Wine Information Council and increase the dissemination of objective and science-based information about wine & health and social aspects;
- extend the scope in the EU and other countries already implementing the WIM programme.

16

4.3 WIM 2nd COMMITMENT PERIOD 2011/2013

BUILDING ON THE SUCCESS: THE WAY FORWARD

In October 2011, following a broad consultation with EU authorities and WIM stakeholders at national and international level, the wine sector successfully renewed the WIM commitment to the EAHF for three additional years (2011-2013), with an updated priority focus, objectives and KPIs, addressing the growing expectations that the programme's success had created.

Recognising the role of the wine sector as part of the European Cultural Heritage, the success of the programme and its contribution to the objectives of the European Alcohol & Health Strategy, the European Commission's recommendation was to further develop the WIM programme in more countries, to reinforce consumer information activities and go beyond the existing activities extending the presence of the WIM logo via packaging, restaurants, retail, media, where

problems may be found and where its existence makes a difference.

Therefore noting the successful structure of the programme, the focus of this renewed commitment turned to consumers, looking towards delivering broad information campaigns, increasing accessibility to comprehensive and science-based information, building partnerships with relevant stakeholders, engaging with opinion leaders, and educating professionals.

In addition, high importance was given to measuring the impact and outcomes of the programme's activities.

To successfully meet the challenges of the renewed commitment and its ambitious objectives, the sector decided to optimise WIM's tools and structures and invest in actions measuring its impact.

WINE IN MODERATION- ART DE VIVRE ASSOCIATION (WIM) AISBL

5

DEDICATED RESOURCES & OPTIMISED STRUCTURES

5.1

Following the successful initial outcomes, and the commitment of the European Wine sector to pursue and perpetuate the WIM programme, dedicated financial and human resources and purpose-developed tools and structures were required.

After a period of consultation and analytical planning, in 2011, the European wine sector founded the non-profit association "Wine in Moderation – Art de Vivre (WIM) Aisbl" to coordinate the European and international implementation and development of the WIM Programme.

The membership of WIM Association (WIM Aisbl) includes both Effective Members and Observers. While the WIM Aisbl acts as the overall coordinator, providing guidance and expanding the WIM programme in new countries, the national association members (Effective & Observer) are those implementing and reporting activities in their respective countries.

The WIM Ambassadors, leading wine companies committed to WIM's goals, set the example and support action at national and International level.

WIM Aisbl's vision is to safeguard moderate and responsible wine consumption patterns as social and cultural norms by spreading the WIM message in Europe and beyond

17





WIM VALUES

The WIM Aisbl Code of Ethics has been developed with reference to the following values:

Responsibility & Moderation

As communicators of the values of responsibility & moderation WIM Aisbl is committed to embrace them in its business practices towards the environment, society and stakeholders.

Diversity & Collaboration

WIM Aisbl respects & celebrates diversity and builds partnerships to better understand and act as closely as possible.

Credibility & Excellence

WIM Aisbl is persistent in providing high quality services based on sound scientific evidence and knowledge, therefore, seeking continuous learning and improvement.

Transparency & Accountability

WIM Aisbl is friendly & open to share ideas and evaluate & report WIM & WIM member's actions.



WIM MISSIONS

WIM Association is responsible for the coordination and development of the WIM Programme. During the renewal period of the WIM commitment 2011-2013, WIM Aisbl was appointed with three main missions:

1. WIM Deliver

Deliver the implementation of the WIM Commitment to the EAHF and the EU Authorities while improving the impact of WIM by developing tools & optimising structures.

2. WIM2C: Bring the WIM message closer to the consumer

Wine "Culture" Campaign

Bring the WIM message to the consumer by using a positive message to reinforce the link of Art de Vivre with responsible and moderate drinking patterns, by explaining to the consumer that wine, a key ingredient of European cultural and gastronomic heritage, can be part of a healthy modern lifestyle only when enjoyed in moderation.

Consumer Information

Evaluate the impact of the WIM logo labelling on wine products in bringing the WIM message closer to the consumer.

3. WIM AWARE

Enhancing awareness and knowledge of WIM among international stakeholders (through various events, partnerships, etc.) creating an international, vibrant network to support art de vivre and promote responsibility and wellbeing.

FUNDING - CONTRIBUTIONS

WIM Aisbl is a not-for-profit organisation and membership fees fund necessary resources enabling the functioning of the Association. Other revenue sources include the European Union, service fees and sponsorships.

MEMBERSHIP

Today, WIM counts 16 Effective Members and Observers; this group includes national wine associations, institutes and leading wine companies respected for their commitment to social responsibility.

While every actor in the wine value-chain can apply to become an Observer, currently only EU National Wine Associations or Wine Companies with their main wine manufacturing or commercial activity in Europe can apply to be an Effective Member.

All applications to join WIM are carefully assessed and in addition to the eligibility criteria of each category, all candidates must:

- Share the following beliefs:
 - that wine is integral to many lifestyles and cultures across the world;
 - that the wine sector and its industries, bring an invaluable economic, social, agricultural and environmental contribution to our societies and countries;
 - that the quality products produced by the wine sector incite moderate consumption patterns: only by savouring it moderately and slowly can its complex flavours be fully appreciated and enjoyed;
 - that responsible consumption patterns of wine are perfectly compatible with a healthy lifestyle;
 - that while for the majority of consumers, wine products represent a pleasurable beverage to be enjoyed in moderation, a minority abuse alcoholic products in ways that are damaging to themselves and that can harm others around them;
 - that responsible and moderate consumption of wine must be promoted: wine is only appreciated to its fullest in moderation.
- Be committed, and have the capacity, to raise awareness of the effects of harmful drinking and to promote responsible consumption patterns of wine and the benefits of a healthy lifestyle in larger consumer groups and with professionals, with information campaigns and education activities backed-up by science-based information.
- Adhere to, and sign, the “Wine Communication Standards”, committing to observe the standards in communication activities, without prejudice of full compliance with the existing regulations and self-regulatory codes in force whatever content, dissemination medium or form that they take.

Effective Members

The WIM Association has three Effective Membership categories.

CEEV

The first category is constituted by CEEV, the representative body of the European wine industry, owner of the WIM commitment and the driving force of the Wine in Moderation-Art de Vivre (WIM) Programme during the whole 1st commitment period.

The role of CEEV in the creation and establishment of the WIM programme and the subsequent association was fundamental and it remains one of the main members of the organisation. CEEV actively guides and supports the development of the WIM programme together with all other WIM members.

EU National Associations

The National Wine Associations are those supporting the WIM programme at a national, regional and local level. Nominated as the WIM National Coordinators, they are responsible for planning, implementing, coordinating and reporting the WIM programme in their respective countries.

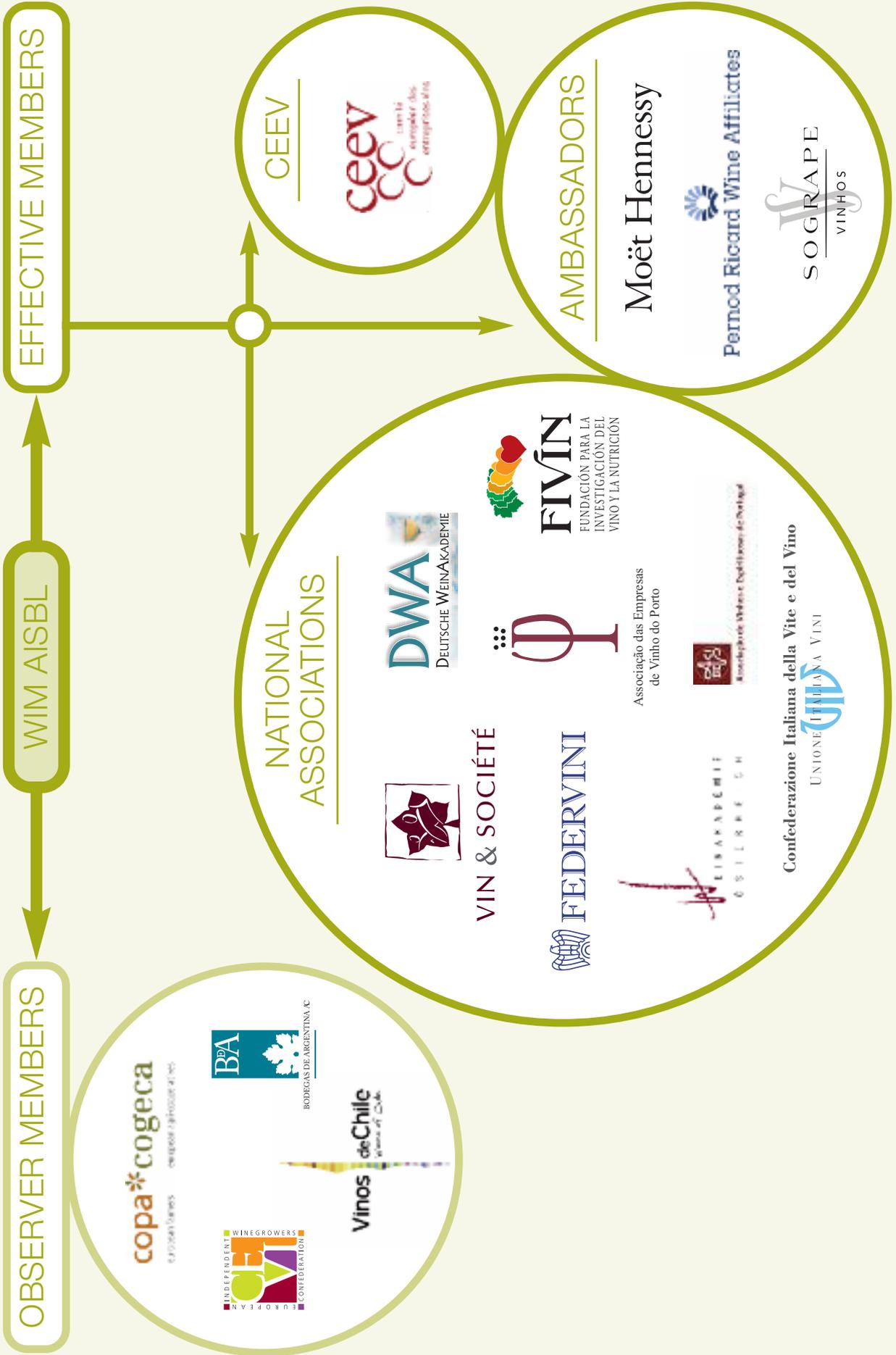
For a National Wine Association to become an Effective Member under the category II. Association, they must be representative bodies of economic operators in the wine sector (production, industry and/or trade) in one or more Member States of the EU.

WIM Ambassador Companies

The 3rd Effective Member category is reserved for the wine economic operators with a core wine production and business activity in EU countries.

To join WIM Aisbl under this category, and to be awarded the honorary title of Wine in Moderation-Art de Vivre Ambassador Company, the candidate must be a member of their national associations and/or of CEEV and be respected for their excellence, notable wine brands and a commitment to promoting social responsibility.

Enterprise ambassadors adhere to the principle of the Wine Communication Standards; they develop and support activities of the WIM Association and its National Members at local, national and international level, and act as ambassadors of the WIM common message of Art de Vivre.



Observer (wine value-chain actors from EU or Third Countries)

Any other company, institution, professional association, professional group or socio-economic, industry or professional body in the wine value-chain can apply to become an Observer Member. Applications are assessed and, if approved, a Memorandum of Understanding describing the roles, responsibilities and fees is signed.

During 2013, with the expansion of the programme beyond the borders of the EU, WIM Aisbl welcomed prestigious national wine associations from South America, Bodegas de Argentina and Vinos de Chile joined as Observers and act as the WIM national coordinators in their respective countries.

ASSOCIATED PARTNERS

In addition to the WIM Members, WIM has a number of Associated Partners that support the development of the WIM programme and the dissemination of the message across different wine value-chains and at international levels. The partnerships are established with a Memorandum of Understanding that sets the values and principles and the framework of action.

Current associated partners include:

European Advertising Standards Alliance (EASA)

The European Advertising Standards Alliance (EASA) brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe and beyond. EASA is the single authoritative voice on advertising self-regulation issues and promotes high ethical standards in commercial communications by means of effective self-regulation, while being mindful of national differences of culture, legal and commercial practice.

EASA is a member of the European Alcohol and Health Forum (EAHF).

EURO-TOQUES

Euro-Toques International (ETI), the European Organisation of chefs, gathers 2000 cooks and chefs from Europe and from the rest of the world.

Its International Office coordinates a network of 17 national offices. All members of Euro-Toques adhere to a code of honor with a commitment to the promotion of quality and culinary traditions of each country and different parts of Europe.

FEVE - Friends of Glass

European Container Glass Federation (FEVE) is the association of European manufacturers of glass containers and machine-made glass tableware. The

association currently has 59 glass manufacturing, packaging and tableware members, who operate in 23 countries across Europe.

Friends of Glass was launched in 2009 by the European Container Glass Federation. It is a community of more than 20,000 consumers that prefer glass packaging for their food and drinks.

HOTREC Hospitality Europe

HOTREC is the umbrella-association of national trade associations representing the hotel, restaurant and café industry at a European level. HOTREC brings together 43 National Associations representing the interests of the industry in 26 different European countries. HOTREC is a member of the European Alcohol and Health Forum (EAHF).

RECEVIN – The European Network of Wine Cities

RECEVIN is the European Network of Wine Cities composed of towns or groups of towns belonging to the European Union with a strong economic dependence on viticulture and located in areas protected by the quality guarantee of their wines. Through the support of national wine associations RECEVIN is present in most of the nine country members of the network and, through this, almost 800 cities across Europe.

ASSOCIATED PARTNERS



5.3 WIM AISBL ACHIEVEMENTS 2011-2013

WIM Aisbl successfully managed to pursue its mission and meet its objectives over the current commitment period. Following the establishment of the organisation at the end of 2011, in 2012, WIM Aisbl took its first steps at the heart of the economic crisis. Despite this timing, the association gained the trust of the wine sector and significantly increased the number of memberships and funding pool.

It was the Bodegas de Argentina's new membership that set the first step in establishing WIM as the international reference organisation of the whole wine business in the area of social responsibility.

In parallel, with the delivery of the new WIM website and with the pilot voluntary labelling project, WIM Association brought the WIM message closer to the consumer. Together with a suite of activities, events and conferences, awareness and an understanding of the significance of the WIM programme has built.

Coordination of, and accountability for, WIM activities at a national level is necessary in order to promote a holistic, state of the art commitment. The efforts towards this work were rewarded with the increase of the programme's significance at international level but also with the outstanding score that was received from the European Commission for the WIM report.

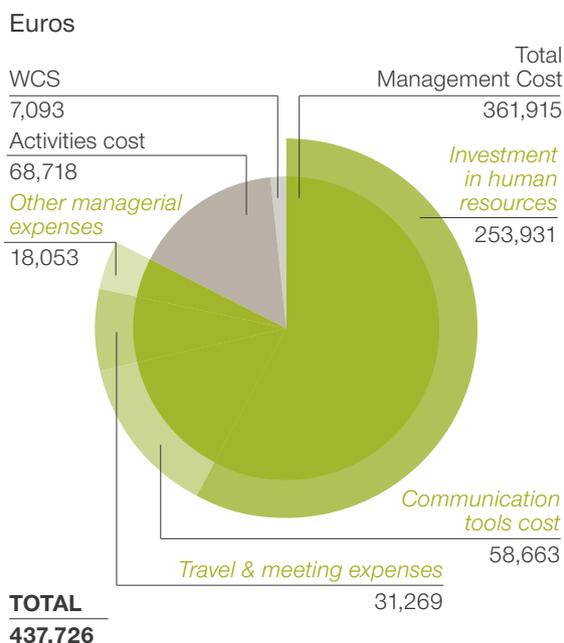
Commitment Delivery

Pursuant to its first mission (the delivery of the WIM commitment to the EAHF), WIM Aisbl has organised more than 50 working meetings and provided a platform to exchange best practices and assist in the consistent development of the WIM programme at national and international level.

The performance of the WIM commitment and programme implementation at the local, national and international level was measured and reported annually to the European Alcohol and Health Forum. Two intermediate reports (2012, 2013) and the Final Report (June 2014) were successfully submitted, **with the Intermediate Report submitted in 2013 receiving the outstanding score of 93%.**

WIM Aisbl has participated in all EAHF meetings and has also supported the wine sector's commitment in four consecutive presentations of the programme and its pillars in both Alcohol and Health Forum Plenary and Open meetings.

Investment 2011/2013



Investment increase during 2011/2013

2011	€	50,515
2012	€	140,537
2013	€	246,674
TOTAL		437,726 €

Bring the message closer to the Consumers

Pursuant to its second mission – to bring the WIM message closer to the consumer and build on the values of wine culture – WIM Aisbl has created an interactive WIM Website www.wineinmoderation.eu with a modern design and applications, presenting video spots and video interviews of opinion leaders and bringing wine culture closer to the consumer.

The dissemination of this information and the WIM message further benefitted from the pilot project of the WIM voluntary labelling initiative – with the WIM logo and web address included on the bottles of WIM Ambassadors Moët Hennessy and Pernod Ricard Wine Affiliates - which have created a gateway to the WIM website.

In parallel, WIM is constantly supporting the planning of WIM campaigns at the national level with dedicated workshops and the provision of guidance and know-how wherever needed.

Consumer perception of moderate wine drinking, attitudes towards alcohol and the impact of the WIM campaign was successfully measured by an independent business (Wine Intelligence) in three countries and the results are now being considered for the renewal of the WIM commitment and strategy.

Raise Awareness - Build Partnerships

Annually, in November, WIM Aisbl has hosted a stakeholder-supported event that encourages the sharing of members' best practices, promotes the programme's achievements, and encourages dialogue that, in turn, creates opportunities for further partnership and action.

Partnerships have also been developed with WIM Aisbl's participation in European and International meetings, events and conferences. Over the period, these have included the International Organisation of Wine and Vine (OIV) Congress, the Digital Wine Communications Conference and Wine Vision. This participation has led to a broader recognition of the WIM programme, especially among key influential wine professionals, and valuable feedback that has allowed further development.

Focused on the building of partnerships with related sectors; especially those close to the consumer, WIM has established a number of partnerships with organisations such as HOTREC, the European Hospitality Sector and the European Network of Wine Cities.

Today, WIM Aisbl coordinates a wide network of experts and proudly counts on their support to spread the WIM message and increase the further growth of the programme.





Increase Knowledge

Even though wine consumers are the focus of this commitment period, WIM has continued in its work to empower professional organisations with the necessary skills and knowledge to effectively prevent alcohol-related harm.

Under the WIM pillar of education, WIM is leading the Art de Vivre Partnership programme on Vocational Education and Training (VET). Funded by the EC with the participation of nine partners from seven countries, the partnership seeks to identify and understand training and market needs and propose common innovative training approaches and tools.



Wine Plus
VIN & GASTRONOMIE

 **redfish**
inspirations

Research and Science

Under the pillar of Science and exchange of best practices, WIM Aisbl, with the support of the Wine Information Council's (WIC) Scientific Advisory Group, has successfully restructured the www.wineinformationcouncil.eu website providing an effective and user-friendly web tool to improve access to science-based information.

While this was a key achievement and will provide long-term benefit, **the highlight of this current commitment period was the 2nd WIC scientific conference "Wine in Moderation: From Science to Art de Vivre".**

This programme will only see global success by allowing local action and incorporating local needs and interests. While WIM Aisbl is an international organisation, it is also proactive locally.

Based in Brussels, WIM has supported with the WIM message the 1st Brussels Wine Week organised by the Bruxelles Region in collaboration with Vino Magazine, in the framework of year devoted to gastronomy (Brusselicious). In addition, WIM Aisbl is also developing partnerships with Belgian educational institutes and authorities.



6 | WIM ACHIEVEMENTS 2011/2013

Building on the Success – Becoming Global

The launch of the WIM programme in 2008 saw, for the first time, the uniting of European wine industry actors for a common purpose : to develop a holistic, comprehensive programme to promote responsibility and moderation in wine consumption.

The first commitment period saw efforts to raise awareness and knowledge across the European wine sector and unite the sector under a common commitment. The second commitment period has provided the opportunity to use this united strength and drive change in our societies, promoting moderate and responsible behaviour in the consumption of wine as a social and cultural norm.

In 2011, the European Wine Sector led by CEEV created a dedicated not-for-profit association. WIM Aisbl was established to coordinate and strengthen the WIM programme by:

- optimising tools and actions;
- providing the necessary coordination through training and guidance to properly develop the WIM programme; and
- expanding the programme's reach in Europe and internationally, making WIM the global social responsibility standard for the wine sector.

In addition, the WIM association was tasked with the co-ordination of ad-hoc activities in countries with no national WIM coordinator and the initiation of dialogue for the development of WIM national programmes.

While continuing to build partnerships and develop activities to raise professional awareness of WIM, the focus during this second period was on the consumer; bringing the WIM message of moderation and responsibility to the individual. In pursuit of this goal, new education projects and information campaigns were developed. Launched using new partnership networks and optimised communication tools, these activities further expanded the reach of the WIM message.

Despite the economic crisis, the combined investment triggered by the WIM programme has tripled. Objectives

set for the renewed commitment (2011 – 2013) have been met and bettered with impressive results in raising awareness and knowledge dissemination. New WIM national members and partners have joined from Europe and beyond, and hundreds of professionals have invested their time and experience allowing the delivery of WIM activities in more than 20 countries.

The WIM Programme now includes a critical mass of activities. It boasts global presence and is of increasing importance to the international wine sector. These factors are gradually transforming WIM from a commitment to the EAHF to a growing social responsibility movement by the global wine sector.

Reporting

Measuring Key Performance Indicators.

Key Performance Indicators have been developed to measure the performance of the WIM commitment against the European Alcohol and Health Forum strategic goals.

In addition to the standard set of indicators asked by the EAHF, WIM has placed additional indicators to better measure and present its performance. Performance is measured through an annual WIM reporting exercise using an on-line survey tool and the input of WIM national contact points (from 2012/13, this also includes WIM Ambassadors). Measurement is made against the WIM Commitment Key Performance Indicators.

While all data is carefully assessed and interviews are organised in the case of query, it is acknowledged that there are limitations in such a wide reporting exercise across a fragmented agricultural sector.

All national contact points make considerable efforts to report the results of their activities, tracking performance against some KPIs exceeds the scope and abilities of some members. As a result, the reach and the impact of some WIM-related activities might sometimes not be measured and/or reported. Therefore, even though the performance of the WIM programme surpassed our expectations, it is safe to assume that the actual performance is higher than that reported here. Significant changes across reporting years is attributable

to reasons including: major campaign launch (e.g. Spanish campaign); more activities and/or more countries & actors reporting.

The data is assessed, compiled and presented along with data that shows the human and financial resources allocated to WIM Programme coordination, implementation, reporting and evaluation from all related WIM actors.

The 2013 intermediate report for the WIM commitment received the outstanding score of 93% in the assessment of EAHF monitoring activities, executed by the independent consultant appointed by EC DG SANCO Milieu. The intermediate report was identified as a laudable example of a very comprehensively written report, achieving very high scores in all four scoring areas (specificity, clarity, focus and measurement).

OVERVIEW 2011-2013

Despite the negative economic environment, the WIM programme activities have grown significantly. The objectives and ambitious new targets were reached and surpassed.

More than 1,366 professionals, including WIM programme coordinators, experts and company employees devoted more than 8,375 days working on elements connected with the WIM programme.

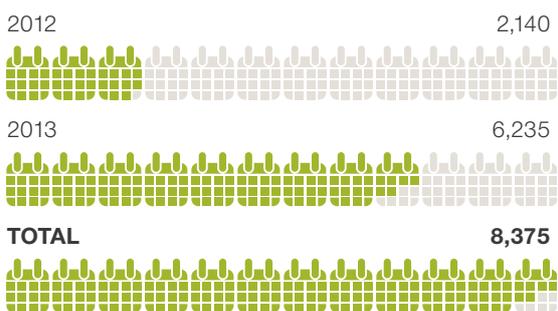
For the total coordination and management of the WIM programme, including human resources, communication tools, meetings and travelling, coordination – (including control of the Self-regulation (WCS) and others) an investment of 5,163,239 € was made. While for WIM activities the total amount of 2,892,030 € was invested.

Number of people involved in WIM 2011/2013

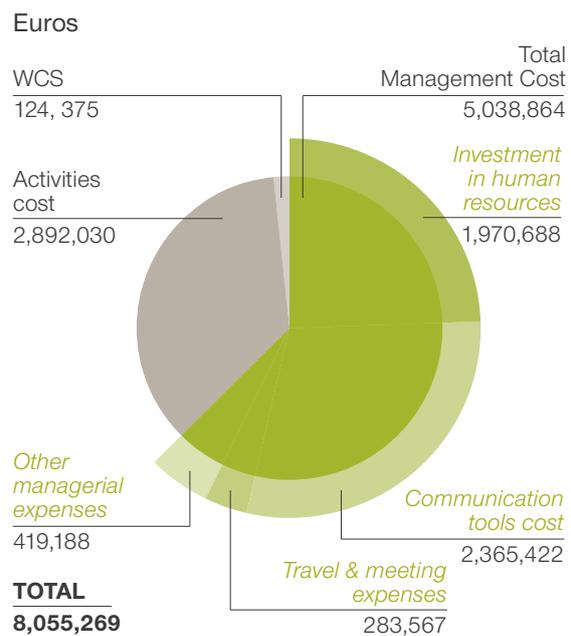


* Does not include companies dedicated staff

Number of working days 2012/2013



Investment 2011/2013



Over the 2011-2013 period, the target investment of 2,000,000 € was surpassed with a total investment of 8,055,269 €; over three times the investment made during the previous period (2008-2010).

Investment increase during 2011/2013

2011	€	1,188,081
2012	€	2,983,329
2013	€	3,883,859
TOTAL	€	8,055,269

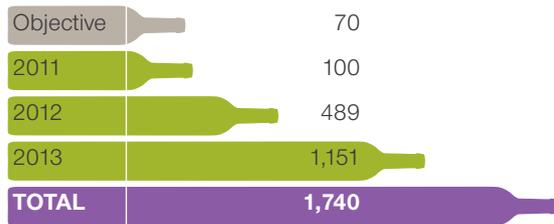


Spreading the WIM message

Over the period 2011-2013, successful communication activities of previous years were sustained and enhanced at the same time as new campaigns were created.

Communication of the WIM message

Number of events organised and/or taken part in by WIM-related associations



Campaigns targeting the general public such as France's Vin & Société "Repas divin", FEDERVINI/ACIBEV/AEVP's "Stile Mediterraneo" in Portugal, as well more than 1,740 WIM events and actions broadly disseminated the WIM message and raised awareness on moderate and responsible drinking.

In addition, to this wealth of activities, this period was marked by the large consumer campaign "Quien Sabe Beber, Sabe Vivir" launched in Spain, by FEV, CECERV. Launched in 2012, this three-year campaign will cost approximately 3,000,000€. Co-funded by the EU and the Spanish government, the campaign will take the WIM message to a broader audience and promote moderation as a culture with the support of celebrities and large scale publicity.

In April 2014, the campaign "Quien Sabe Beber, Sabe Vivir" was awarded by the Mediterranean Diet Foundation. The Campaign's impact assessment is underway and the results are expected to guide the next steps of broad WIM campaigns in other countries.

As always, WIM has participated in Wine Expos including Alimentaria and Prowein, the Moscow International Expo in 2011, etc. but also wine media events such as the Wine Blogger Conferences and international gatherings of OIV, FIVS and Wine Vision.

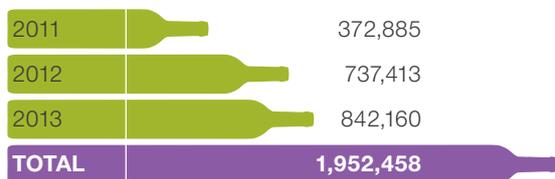
A key factor in the success of WIM in this current commitment period has been the engagement of at least 655 key opinion leaders to disseminate the WIM message, making moderation a trend.

Number of opinion leaders communicating the WIM message

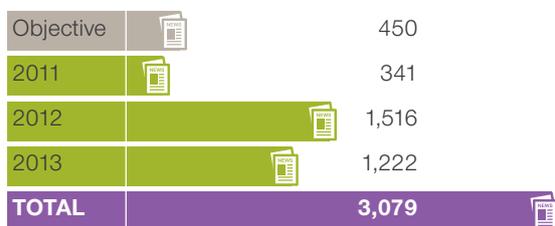


New tools and approaches were also created and implemented to optimise communication to both wine professionals and consumers.

Number of communication products disseminated

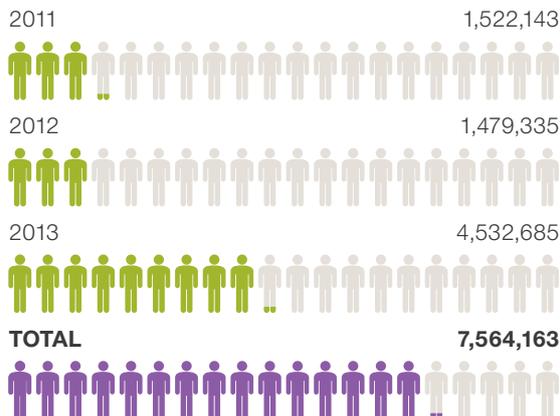


Number of references of WIM in the media

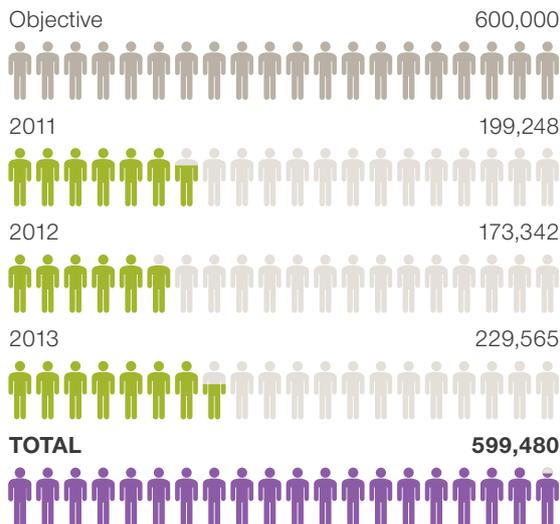


Among the highlights was the creation of the new www.wineinmoderation.eu website with a modern and dynamic design that includes a series of videos and interviews and continuous update with WIM news and activities.

Number of people participating in WIM-related events/actions



Number of www.wineinmoderation.eu unique visitors



In addition, there is also the Pilot Project (06/2012-04/2014) of the WIM logo/web-address voluntary labelling in WIM ambassadors companies' (Moët-Hennessy, Pernod-Ricard) wine products. This initiative will see the WIM message taken to all 27 European countries, creating an additional gateway to the WIM website, which acts as a comprehensive source of information.

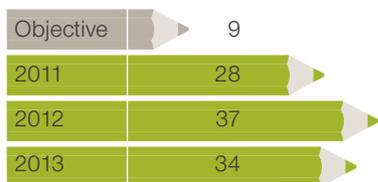
Increasing Knowledge - Art de Vivre life-skills Education

Taking into account the high importance of professionals as ambassadors and multipliers of the WIM message to the public, actions under the Education Pillar focused on Vocational Education and Training (VET) for the wine value chain and beyond.

Efforts were made to reinforce and expand partnerships with educational establishments and key professional actors and associations. A number of training programmes, targeting either wine companies' staff or professional schools successfully continued, while new programmes were launched.

Education

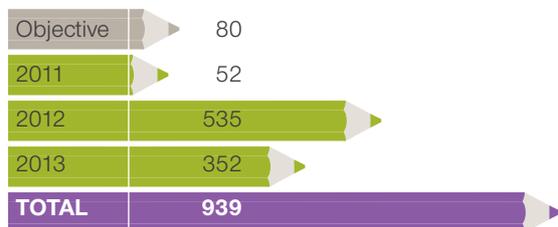
Number of active "Art de Vivre" educational programme providers



For example, Deutsche Weinakademie (DWA) has further expanded their WIM vocational training offer, with impressive evaluation results and today, WIM-training is part of the wine growers & cellarmen's training curriculum in Germany.

In total, 939 educational programmes were provided by more than 37 training institutes and companies helping to increase the knowledge of professionals and wine consumers.

Number of "Art de Vivre" trainings



This period was also marked by the **VET-ArtdeVivre Partnership Programme** (www.artdevivre-edu.eu) funded by the European Commission's **Leonardo da Vinci Programme** with the participation of nine partners from seven countries. The partnership was cemented through organised meetings where participants exchanged best practices and assessed national markets and training needs. A report is currently being finalised, together with a relevant training database and concrete proposals for training in three key vocations (Sommelier, Oenologist, Physician), based on the standards set by the European Qualification Framework and the European Credit System in VET. All results will be publically available making a significant contribution in the dialogue for professional education on wine, health and responsible drinking.

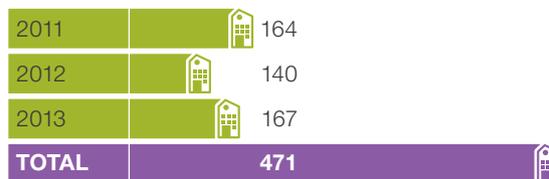
Self-Regulation in Commercial Communication - Wine Communication Standards (WCS)

Promoting responsible commercial communications is pursued through the implementation of the Wine Communication Standards (WCS), which builds on existing self-regulation schemes and expands self-regulation commitments where they did not previously exist (based on the best practices elements identified during the Round Table on Advertising Self-Regulation.)

Activities focused on further enhancing the implementation of the WCS and expanding the active engagement of the wine filière. More than 4,499 entities undersigned the WCS, adhering to the WCS principles in their commercial communication. Increasing as such the overall number of WIM-related logos included in web and corporate communication and sustaining a large exposure of people to the WIM message. In addition, the WIM logo/TM protection was expanded to support the growth and credibility of the programme.

Wine Communication Standards (WCS)

New entities joining WCS



Sharing Science based Information - Wine Information Council (WIC)

A central (WIC) website database tool was launched in 2009. Developed and updated under the supervision of a scientific advisory body, it gathers relevant studies on health, social and cultural aspects of wine consumption, making this literature available and understandable to all in particular through monthly newsletters. The WIC website facilitates the exchange of sound scientific information, as well as a better cooperation between existing national relevant organisations. In 2012, focus was placed on the restructuring of the communication tools both website, newsletter making them more relevant and accessible to the WIC audience and helping them better reach WIC objectives, especially in understanding drinking patterns and alcohol-related harm.

The WIC on-line database is continuously updated and during the period 2011-2013, 370 more articles were carefully selected under the ANZFA selection criteria and uploaded. In total, the database now comprises over 1100 relevant scientific articles.

Wine Information Council

Number of new scientific articles in the WIC database

Objective	500	
2011	195	
2012	95	
2013	80	
TOTAL	370	

While 28 WIC-related activities and events took place in several countries to enhance scientific dialogue and collaboration, **the highlight of this period was the 2nd WIC international conference “Wine in Moderation: From Science to Art de Vivre”, organised by WIC in November 2013, in Brussels under the high patronage of the International Organisation of Vine and Wine (OIV) and with participation of reputable scientists.**

Number of WIC related events

Objective	6	
2011	15	
2012	5	
2013	8	
TOTAL	28	

The conference enjoyed high participation and publicity through major media and facilitated a structured dialogue in the area of drinking patterns, trying to bring the scientific evidence and governmental guidelines closer to the real world all the while respecting and understanding cultural aspects. The conference also helped to identify areas for further research.

Building Partnership – WIM growth

It is fundamental for programmes such as WIM to continuously grow and expand their reach and impact. During this period, three new members joined the WIM Programme and Association and became national WIM Coordinators: Austrian Wine Academy, Bodegas of Argentina and Vinos de Chile, initiating WIM in their respective countries.

WIM Activities were developed in parallel in eight additional countries (Australia, Croatia, Hungary, Russia, Sweden, Switzerland, Turkey, USA).

In total, WIM has developed structured WIM programmes or WIM actions in 20 countries.

Partnerships have been developed to support the reach of the WIM message and the impact of WIM activities. Initial partnerships have spawned larger networks - the partnership with the European Hospitality sector (HOTREC) in 2012 and the more recent with the European Network of Wine Cities (RECEVIN) has led to more than 20 new partnerships at local and national level and multiplied commitments for activities towards education and prevention of irresponsible communication, sales and drinking.

WIM ACTIVITIES IN THE WORLD

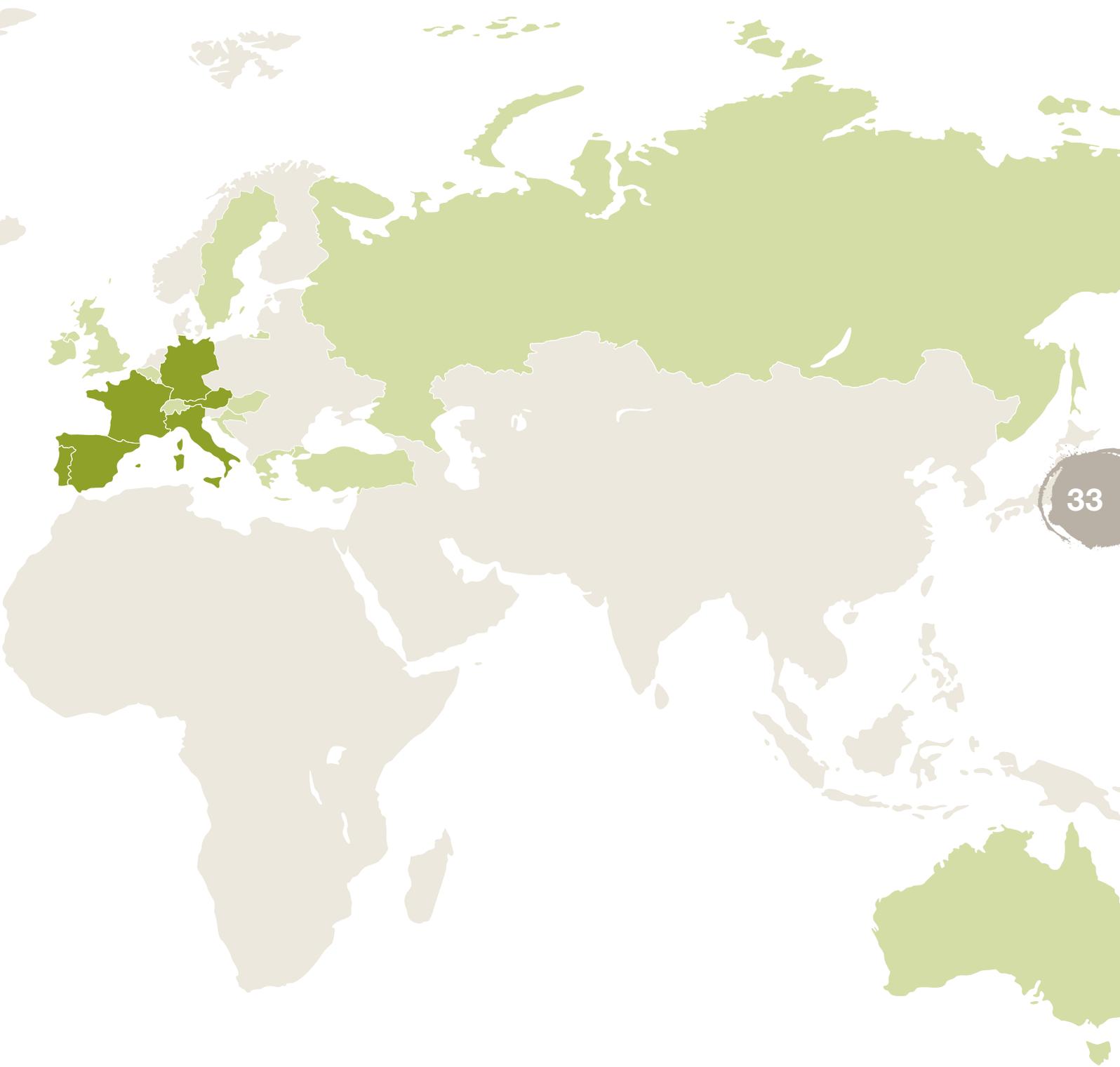


WIM NATIONAL COORDINATORS

- Argentina: Bodegas of Argentina
- Austria: Austrian Wine Academy
- Chile: Vinos de Chile
- France: Vin et Société
- Germany: Deutsche Weinakademie
- Italy: UIV & FEDERVINI
- Portugal: ACIBEV & AEVP
- Spain: FEV & FIVIN

ACTIVITIES IN OTHER COUNTRIES

- Australia
- Belgium
- Croatia
- Cyprus
- Greece
- Hungary
- Russia
- Sweden
- Switzerland
- Turkey
- United Kingdom
- USA



6.2 AUSTRIA AUSTRIAN WINE ACADEMY



The Austrian Wine Academy was established in 1991 as a new, efficient training centre for private wine lovers and professionals alike. The Academy is a not-for-profit institution based on a philosophy that the more a country develops wine knowledge and wine culture, the more likely it is that this particular nation will respect and consume high quality wines.

Seminars are held in all Austrian provinces, including more than 20 centres in co-operation with various partners including wine hotels, boutique wine shops and adult education centres. Over the past few years, the interest in Austrian wines has reached unprecedented heights: more than 16,000 students attend about 850 lectures every year. Apart from tasting courses, wine and food sessions and other topics, the

Wine Academy offers a high quality international qualification.

In 2012, the Austrian Wine sector, which was already actively developing educational activities to raise knowledge in the area of moderation and responsibility, expressed an interest in the WIM programme. Working meetings with the representatives of the major Austrian wine association and organisations and scientific institutes such as the Austrian Wine Marketing Board, the Austrian Wine Academy, the producers Association and Anton Proksch Institute respectively took place to explore approaches and structures for the launch of WIM. In the beginning of 2013, the Austrian Wine Academy, representing the whole Austrian Wine sector, joined WIM Aisbl.



Raising knowledge

With more than 16,000 students and about 850 seminars annually the Austrian Wine Academy is the largest wine educational institution on the European Continent. The emphasis of the Austrian strategy will be put on integrating the WIM message in the educational activities of the Academy. Aside from seminars for the general public the Academy is also running, nationwide, about 250 seminars at hotel management and tourism schools annually. Close to 4,000 students and 600 teachers are targeted with this strategy.

In Autumn 2013, AWA organised 75 seminars for 1,160 students in HORECA schools. these seminars were extremely well received and the feedback has been excellent.

The Austrian action plan had an initial goal of training the Academy's team of more than 40 lecturers in Bad Schönanu. Dr. Claudia Stein-Hammer from the Deutsche Weinakademie led the training and presented the DWA's approach in Germany. Following this, the AWA developed a WIM learning unit to be presented in all lectures at schools.

Spreading the WIM message

In a second phase the Academy organised a congress for wine educators from October 24-27 2013 in Neusiedl am See, which was attended by approximately 70 teachers of various hotel management schools. The main theme of the conference was "Wine in Moderation". Prof. Michael Musalek from Anton Proksch Institute, Ursula Fradera from the DWA and Prof. Dr. Peter Klosse from Steenden University were the main speakers of the conference. The message and presentations encouraged the teachers to support AWA's activities.

Dedicated Human Resources 2013



45

Number of people directly involved



83

Number of working days

Dissemination of the WIM common message 2013



214

Number of WIM dedicated events or events with WIM actions



6,650

Total number of people reached by all activities



10,003

Number of disseminated communication products



20

Number of opinion leaders

"Art de Vivre" education 2013

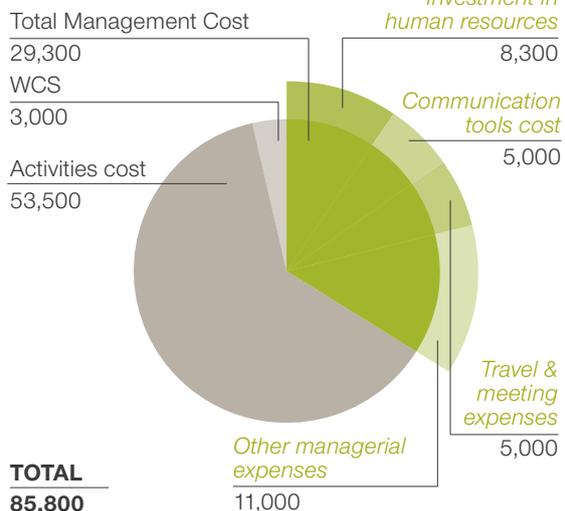


75

Number of "Art de Vivre" trainings

Investment 2013

Euros



6.3 FRANCE VIN ET SOCIÉTÉ



VIN & SOCIÉTÉ

The association Vin & Société was established in 2007. It represents and unites the French wine industry and aims to transmit knowledge about wine and its culture and to promote responsible drinking.

Its members include:

- 21 regional interprofessions which represent all winemakers by region
- seven national organisations representing trade (UM-Vin), production (CNAOC, Vignerons indépendants, ANIVIN de France, CCFV, CFVDP) and the CNIV

Over the period 2011-2013, Vin & Société's priorities focused on the communication of drinking guidelines and the "culture" of wine, safeguarding drinking in moderation as social norm. With an investment of about 2 million Euros to develop an overarching communication campaign and educational activities, the French wine sector, through V&S, managed to reach the French society (consumers, professionals and other stakeholders) and raise awareness and knowledge on responsible consumption.

Spreading the WIM message

In addition to the award-winning web platform of Vin & Société which is constantly being updated with articles and content explaining the definition of moderate consumption and promoting responsible and cultural drinking, the association has reached a broader audience through two large campaigns:

1. Manifesto "Wine, getting the full measure"

To bring together all stakeholders around a common commitment, Vin & Société published and disseminated a manifesto declaring the pride of the French Wine Industry towards its products and its responsibility concerning its consumption. The Manifesto was adopted and signed by all wine regions in France and many politicians, gathering thousands of signatures.

2. Repas divin (Divine Meal)

A programme broadcast by French TV channels, web TV and the internet has successfully been informing and educating consumers about responsible and moderate drinking guidelines and the "art de vivre". Building on the cultural dimension of wine, which is an integral part of French history and patrimony, and a vector of sharing and conviviality and by presenting wine pairings, wine tourism

and provided the common message of moderation and responsibility. Through this campaign, Repas Divin managed to successfully pass the message of moderation to consumers in a positive and friendly way.

3. Spreading the message through events

V&S has organised several events related to moderate consumption. "Vino Bravo's" first edition which brought together 450 participants and high level speakers focused on the issue of binge drinking, and how to prevent via education that was led by a nationally renowned sociologist, M. Maffesoli. V&S also organised an event fully dedicated to wine and health topics: the dissemination of the meta analysis on all studies about alcohol, wine and health realised by the expert group Alcimed (the audience was mainly composed of oenologists).

V&S also has a dedicated section on its website about "wine and health" through which it spreads drinking guidelines. It also uses WHO drinking guidelines on many of its communication tools (presentation flyers, newsletters, campaigns).

In addition, V&S has also built a network with training institutes and famous wine shops in Paris (la vinia group, l'école du vin, lycée Briacé) to organise training about moderate consumption for professional students in the wine field.

Increasing Knowledge

Raising knowledge and providing tools for making responsible choices is an additional V&S priority.

The memento "Wine and Health", updated annually, is distributed to professionals and provides a current overview raising knowledge on the positive effects of a moderate consumption and includes the risks associated with excessive consumption of wine. V&S also supports a better understanding of drinking guidelines (through the distribution of small cards) and use of breathalyzers (400,000 distributed during wine tastings in 2012).

A number of French regions (e.g. Decouvre/Bourgogne, Gironde Verte, Alsace Agriculture) have developed digital platforms to educate students in relation to the importance of taste, aromas and vine culture. The objective is to show the importance of this patrimony in France and give students the necessary skills and

knowledge. Educational material is also provided to teachers and the content is specific to each student level

V&S has also targeted professionals and their awareness of responsible wine consumption. In order to train the professionals and winegrowers to the necessity of informing and educating the consumer, V&S has created a guide on "How do we organise responsible wine tastings?" which gives them some concrete actions to carry out. This communication tool has been distributed to the wine industry. Moreover, V&S has built a partnership with the French National Road Safety organisation to encourage contact between event organisers and regional French Road Safety offices to spread the message of responsible drinking during wine events.

Science

Annually, an independent firm assesses, evaluates and summarises all studies about wine, alcohol and health in order to update the scientific expertise of Vin & Société

concerning "Wine and Health". This study is also used to update the "Wine and Health" Memento distributed to professionals.

To further support exchange of best practices and science-based information, every trimester, V&S disseminates a scientific newsletter gathering press articles, scientific and economic studies concerning the wine industry to all members and experts.

Building Partnerships

In 2012, Vin & Société initiated new contact with other sectors such as the HORECA sector and specialised wine retailers and sommeliers, in order to explore areas of potential collaboration. V&S is actively working to turn these initial contacts into a concrete action plan and encourage more actors in promoting responsibility and moderate wine consumption.

As French law (la Loi Evin) is more restrictive than the WCS, there is no need to implement them.

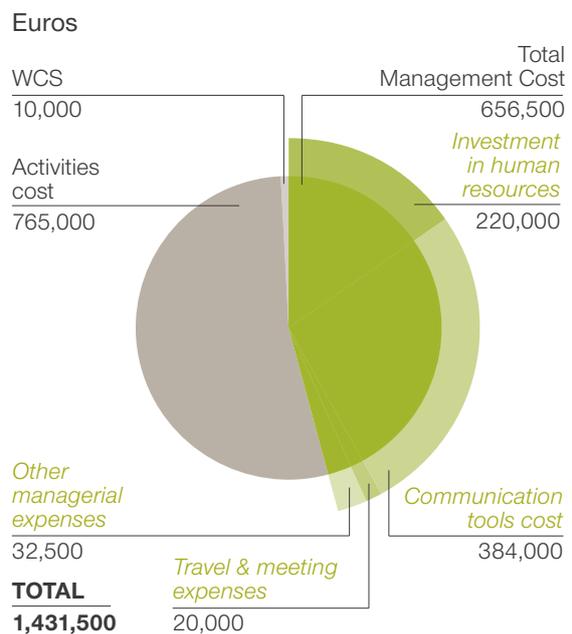
Dedicated Human Resources 2012/2013



Dissemination of the WIM common message 2011/2013



Investment 2011/2013



Investment increase during 2011/2013

2011	€	100,000
2012	€	916,000
2013	€	415,500
TOTAL		1,431,500 €

6.4 GERMANY DEUTSCHE WEINAKADEMIE (DWA)



The Deutsche Weinakademie (DWA) is a founding member of the WIM Aisbl and the National Contact Point in Germany. The Deutsche Weinakademie (DWA) represents the entire German Wine Sector and is in charge of implementing the WIM programme on behalf of associations and institutions of the German Wine Sector (Bundesverband der Deutschen Weinkellereien und des Weinfachhandels e.V., Deutscher Weinbauverband e.V., Deutscher Raiffeisenverband e.V., IHK Trier für die DIHK, dem Verband Deutscher Weinexporteure e.V., Deutscher Weinfonds and Verband Deutscher Sektkellereien).

The DWA acts as a mediator between science, industry and consumers and is the organisation in Germany that provides scientific evidence-based information on "Wine, health and social aspects". The objectives of the DWA are to promote moderate wine consumption as part of a healthy lifestyle, to inform about the benefits of moderate wine consumption and the risks of alcohol misuse, to communicate and disseminate the existing scientific evidence-based research data objectively and to promote responsible drinking patterns.

In their work, the DWA is supported by an independent and honorary scientific board of renowned physicians, cardiologists, nutritionists and oenologists.

In 2011-2012, the DWA successfully met the high expectations raised by the first successful phase of the programme. Based on the results of the impact evaluation and building on the experience of implementing the "Art de Vivre" Training programme in previous years, the DWA focused on the WIM pillar of education by sustaining and further enhancing the high quality one-day seminar.

While the cooperation with wine-related professional and sommelier schools as well as universities continued in 2011-2012, a number of pilot seminars were launched for students of the hospitality sector, tourist guides and wine ambassadors.

In addition, the WIM message was delivered to 260 health professionals and stakeholders (high profile multipliers) during several events including the renowned German Heart Centre in Berlin and at the National Health Prevention Conference in Dresden. Through the investment in education, the DWA not only managed to efficiently raise awareness and to sensitise professionals on wine, health and social aspects but more importantly

to increase the knowledge and skills base allowing professionals to inform consumers competently based on current and robust scientific evidence.

With their expertise and the support of their scientific board, the DWA has led once again actions in the Wine Information Council enriching the quality of the scientific dialogue and supporting exchange of evidence-based scientific information and best practices.

Spreading the WIM message

The WIM common message has been disseminated to various target groups mainly through seminars. The DWA is focussed on information provision to young wine professionals as well as health professionals (physicians, nutritionists) who will then act as multipliers/ambassadors of the WIM message to consumers. The Wine in Moderation message is integrated in all presentations delivered by the DWA Scientific Board members, thus introducing this programme to the general consumer. In addition, a round table with policy makers, journalists, scientists, etc. was organised to discuss the responsibilities of various stakeholders in preventing the misuse of alcoholic beverages.

Dissemination of the WIM common message 2011/2013



704

Number of WIM dedicated events or events with WIM actions



63,580

Total number of people reached by all activities



326,563

Number of disseminated communication products



23

Number of opinion leaders



188

Number of references in media

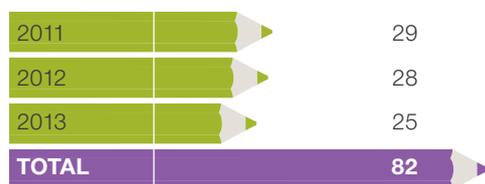
Increasing Knowledge

The success of these WIM seminars in professional and sommelier schools was evaluated by analysing the responses to a survey covering basic knowledge. The results indicate a significant increase in knowledge and a trend in retained knowledge. Based on these excellent results, the seminars are now part of an obligatory project day in all wine-related professional schools.

The success of the DWA education activities is also reflected in the fact that the seminars for health professionals are certified by the local medical association as continuing education for physicians.

"Art de Vivre" Education

Number of "Art de Vivre" trainings



Number of active "Art de Vivre" educational programme providers



Self-Regulation

In addition to the voluntary Code of Conduct in commercial communication for Alcoholic Beverages of the German Advertising Federation (ZAW), to which the German Wine Sector has adhered for decades, Wine Communication Standards signatories and more German associations have increasingly used the WIM logo and companies are actively joining the WIM programme.

Science

The DWA has continued to co-ordinate the Wine Information Council (WIC) activities and is responsible for the updating of its database with the latest evidence-based research publications on "Wine, health and social aspects" according to a strict selection process. The dissemination of the WIC newsletter has successfully grown in Germany, reaching more than 220 stakeholders.

The content of the WIM seminars that are presented to the various target groups relies on the latest scientific evidence and is continuously updated with current information from the WIC database.

In 2012, two scientific presentations about the implementation of the WIM programme were published and then presented to international experts at the OIV international conference in Izmir, Turkey.

Building Partnerships

The existing partnerships with eight wine-related professional schools, four sommelier schools and one university, each presenting the WIM education seminar, were successfully maintained and enhanced. One new professional school was added and WIM was presented to its hospitality students. Following the success of its seminars, the DWA was asked to extend their seminar series to tourist guides and wine ambassadors and seven new seminars have been organised for these new target groups since.

Together with universities and training providers, professional unions, sector association etc. from Belgium, Croatia, France, Italy, Greece, Spain, the DWA is also participating in the VET-Art de Vivre Partnership project funded by the EC (Leonardo da Vinci Programme) to explore the opportunity to transfer elements/modules of the WIM seminar into the training of wine professionals in other countries.

Joining the programme

Total number of entities undersigned WCS



Dedicated Human Resources 2012/2013



Investment increase during 2011/2013



6.5 ITALY UIV & FEDERVINI



Confederazione Italiana della Vite e del Vino
UNIONE ITALIANA VINI

Unione Italiana Vini (UIV) and the Italian Federation of Industrial Producers, Exporters and Importers of Wines, Sparkling Wines, Aperitifs, Spirits, Syrups, Vinegar (FEDERVINI) are the two leading associations in Italy to support the national implementation of the WIM programme.

UIV is the oldest and most representative organisation in the Italian wine sector. Founded in Milan in 1895 as a union of the largest producers and wine merchants, it represents a turnover equal to 70% of Italian wines and ensures the development of the wine sector in Italy according to the rules of transparency and the free market, and promotes the culture of vines and wines in Italy and in the world.

FEDERVINI was founded in 1917. Its members are entrepreneurs in different sectors of alcoholic beverages, excluding beer, and in the vinegar, syrup and grape juice industry. Federvini is a founding member of Federalimentare, the Federation between the national trade associations in the food sector, and as such is part of Confindustria, the Confederation of Italian Industry.

Already actively involved through Comité Vin (CEEV) during the first WIM commitment period, both associations joined WIM Aisbl in 2012 and further enhanced their engagement to the programme.

Their activities focus on information campaigns and education activities for both professionals and the general public, encouraging responsible drinking as a social norm.

Spreading the WIM Message

Federvini's campaign "Lo Stile Mediterraneo", promoting the Mediterranean way of life based on the values of balance and harmony, was recently enriched with an online campaign: "Io Vivo Mediterraneo" where the typical Italian (responsible) drinking pattern becomes a statement. The consumer website (www.beresponsabile.it) was launched in 2010 and renewed in 2013 to raise knowledge and support the positive Mediterranean culture typified by low-risk drinking patterns. Under the banner, "Io vivo mediterraneo" (I live Mediterranean) the consumer information website and the Facebook page notably include a description of the "Mediterranean style" philosophy.

The launch of the fan page "Io vivo mediterraneo" which was supported with a campaign of Facebook advertisements and a press release has more than 9,000 fans so far.

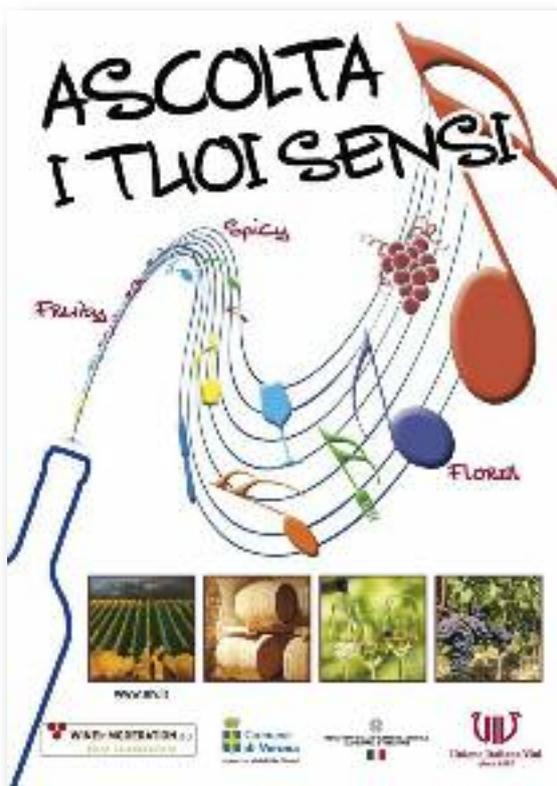
A Drink Test App, launched during Vinitaly in April 2013, was also created to support the campaign. This app not only provides key facts and figures about alcohol, legislation and alcohol content in wine, spirits and beer (per unit); but it also gives the user guidelines on how to best appreciate wine and alcohol in moderation.

As a complementary action to its strategy to promote the values related to the "Mediterranean Style" in alcohol consumption and the delivery of responsible drinking messages, Federvini launched in September 2013, two major advertising campaigns in Milan and Rome.

For two weeks in Rome and three weeks in Milan, people taking public transport were addressed with a short version of the Drink Test App video. The same happened in the airports of Milan and Rome with targets being shown a short version of the Federvini institutional video which focuses on the Mediterranean Style.

In order to further support the implementation of the WIM programme in Italy, Unione Italiana Vini (UIV) launched its new working committees – including the committee on "Wine and Health" - during its last board meeting in December 2013. Domenico Zonin, President of UIV, stated that although this was the first time working committees had been put to the test, early results were positive.

This campaign had a great impact as it generated 7,673,381 contacts through the ads. The promotion of this campaign, which meant to highlight the Drink Test, generated 51 stories on print and web media. Following their success, the campaigns are foreseen to be repeated in 2014 and 2015 at the same period.



With training sessions aimed at helping young adults discover their own senses, UIV activities aim to promote the culture of appreciation and drinking in moderation and to prevent the unsociable behaviour and risks associated with the excessive consumption of alcohol. With funding from the Italian State, UIV launched the project "Ascolta I tuoi Sensi" with the general aims to contribute to the education of young Italians, to help them develop a responsible, healthy and moderated attitude towards alcoholic beverages and promoting this attitude as "cool". The main strategies are: Creation and Implementation of a training programme which uses sensory analysis as a tool to involve, stimulate and educate; promotion and communication of the training programme using opinion leaders relevant to the target segment and the topics covered.

Young adults are also introduced to moderation, responsibility and alcohol-related risks, through the "Vino e Giovani" education programme of the Enoteca Italiana, an education activity that is strongly supported from FEDERVINI.

Increasing Knowledge

In addition to the message dissemination activities, UIV has also been active in the field of education targeting both professionals and the general public. With their participation in the EU-funded "VET-Art de vivre" Partnership programme, UIV developed a framework for the education and training of wine-related professionals in the area of wine, health and social aspects and the risks of the abusive use of alcoholic beverages.

"Art de Vivre" education 2011/2013

5

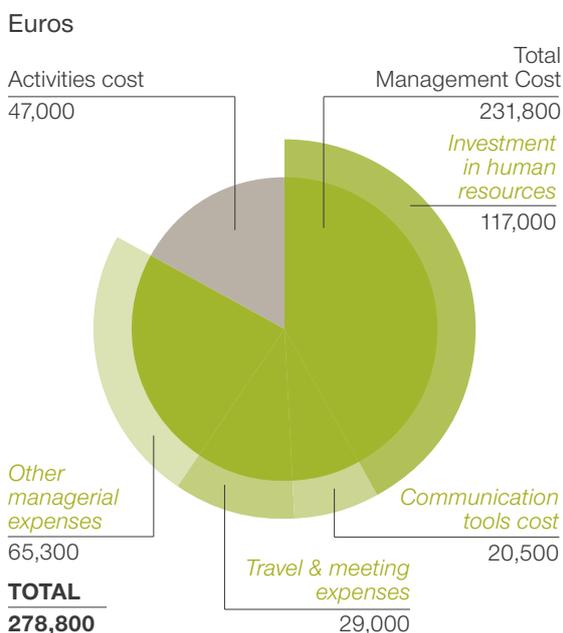
Number of "Art de Vivre" trainings

Joining the programme 2013

37

Total Number of entities undersigned WCS

Investment 2011/2013



Investment increase during 2011/2013

2011	€	122,500
2012	€	98,100
2013	€	58,200
TOTAL		278,800 €

6.6 PORTUGAL AEVP & ACIBEV



The Association of Port Wine Companies (AEVP) is a private non-profit organisation, which was established in Portugal in January 1975. AEVP comprises 15 Members who currently represent about 90% of the total sales of Port Wine and 35% of the total sales of Douro wines with PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), a rare percentage that reflects its unchallenged position in the industry.

ACIBEV - "Associação de Vinhos e Espirituosas de Portugal", established in January 1975, is the national trade association, which represents the wine, spirits, vinegars and wines derivatives sector and trade in Portugal. ACIBEV currently represents 86 commercial companies, among which are the largest national exporters of Portugal and most of the leading companies in the various appellations and GIs with brands that add value to Portuguese wines.

With the strong commitment and engagement of the two representative associations and with the support of the WIM Ambassador Company Sogrape Vinhos SA, Portugal's wine sector is particularly active and efficient in the communication of the WIM common message.

AEVP has a coordinating role in the Portuguese WIM Programme (database of members of the Programme; clarification and provision of information to all members, etc.) and carries out several activities to implement the WIM Programme and contributes in the reduction of alcohol-related harm, by actively participating and contributing in the development of the National Plan for Reducing Alcohol-Related Problems 2009 – 2012 as well as by developing educational structures and tools and online/offline communication tools as part of their European and National commitment.

Also actively involved in the National Plan for Reducing Alcohol-Related Problems 2009 – 2012, National Plan for Reducing Additives Behaviors 2013-2020 and a founding member of the National Forum for Alcohol and Health, ACIBEV has reinforced the WIM implementation with the launch of a Television campaign broadcasted by national and regional TV channels in 2011, 2012 and 2013. Complementing this communication with education activities such as conferences, production and dissemination of WIM brochures, dissemination of the WIC Newsletter and WIM presentations to different stakeholders such as the Portuguese Parliament ACIBEV actively supports the WIM programme.

Dissemination of the WIM common message 2011/2013



Spreading the WIM message

Dissemination of the common message is the pillar that both associations have been particularly active in during 2011-2013. AEVP has undertaken important actions among which: the creation and management of the website www.vinhocommoderação.pt, a monthly newsletter about the WIM Programme supported by WIM Ambassador Sogrape Vinhos SA, the participation at important and large events, the development of ads destined to cinemas and street panels as well as brochures, leaflets and flyers.

These activities have been complemented by ACIBEV's wide scale national TV campaigns. In 2011, the production of a 30-second film of the campaign "Wine in Moderation" dedicated to the consumer was broadcasted during the pre-Christmas period on the main Portuguese channels (RTP1, RTP 2, SIC, SIC Notícias and SIC Mulher) 108 times. The campaign was repeated in the Christmas period of 2012 (19/12/12-02/01/13), the new 30-second film of the "Wine in Moderation" campaign was showed on Portuguese channels (channels RTP1, RTP 2, SIC, SIC

News and SIC Mulher) 151 times, (43 times more than 2011). Finally in 2013, the TV campaign was also replicated during the 2013 Easter and Christmas period, 250 times, this time including RTP, SIC and TVI channels too.

The TV Campaign was announced and celebrated in the Portuguese Parliament, together with Portuguese WIM program performance and achievements.

Increasing knowledge

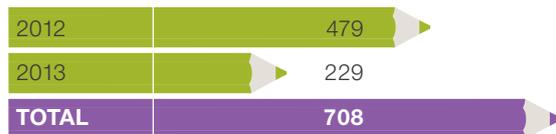
While elaborating a training kit for all Portuguese members of the Wine in Moderation-Art de Vivre Programme, AEVP has developed a Pedagogical Centre of the Port and Douro Wines and the Wine in Moderation Programme in the warehouses adjacent to its headquarters. The goal of the Centre, inaugurated in January 2013, and which primarily targets students, is to complement the services offered by the Visit Centres of the Port Wine Cellars (www.cavesvinhodoporto.com) and to provide simple and quality information about Port Wine and the Wine in Moderation-Art de Vivre Programme.

The visit to the Pedagogical Centre starts with a movie about Port Wine and the Douro Region and a movie about the Wine in Moderation – Art de Vivre Programme (WIM). Students then follow a route guided by posters about the history of Port Wine as well as the main messages of WIM. The visit continues with an access to a small museum with historical and ancient tools and machines used in the production and winemaking of Port followed by two screens, one presenting Port and Douro Wine statistics and the other one making a presentation about WIM - Wine Only Appreciated in Moderation: Wine & Health (The way you drink matters); Wine only appreciated in moderation (How much is too much?; When to avoid drinking? (Drinking & Driving; Pregnancy; Under Legal Age People).

The visit ends with a quiz game at an interactive table where the students have to answer several questions about what they have learnt during the visit, and two Wii games (one about WIM and another about Port Wine).

“Art de Vivre” Education

Number of “Art de Vivre” trainings



Number of active "Art de Vivre" educational programme providers



Self-Regulation

AEVP and ACIBEV have disseminated the Wine Communication Standards (WCS) to all their members and encouraged them to apply them to their commercial communications on wine and wine products. Since ICAP (the Civil Institute of Self-Discipline in Commercial Communications) is responsible for monitoring the Portuguese self-regulation code of alcoholic beverages, both AEVP and ACIBEV have negotiated the adoption of the WCS; the latter is expected to be concluded in 2014 for AEVP and was concluded with ACIBEV early 2014. AEVP currently monitors the application of the WCS by the WIM Portuguese members (with a focus on advertising in wine magazines).

Building Partnerships

At the end of 2010 AEVP counted 89 Portuguese members; at the end of 2013 there were 162. In order to further enlarge the number of Portuguese WIM members, AEVP actively contacts national Associations and wine companies. It is also AEVP's goal to create a WIM Observatory, which will incorporate a wide range of stakeholders in the near future (Winemakers, Scientists, Regulators, Universities, Students Parents Association, Road traffic Police, etc.).

Based on the agreement of WIM Aisbl with the HOTREC, a partnership between ACIBEV and AHPORT to develop a responsible service training programme was signed.

Joining the programme

Total number of entities undersigned WCS



Investment increase during 2011/2013



6.7 SPAIN FIVIN & FEV

FEDERACION ESPAÑOLA
DEL VINO



FEV is a private organisation that represents the Spanish wine industry, grouping 700 wineries and 15 regional associations. FEV is a part in all the political decisions, acting as a representative, promoter and defender of its members' interests. It also focuses its efforts on coordinating the wineries for a better sector structuring and it rises as the perfect institutional platform from where to design and implement short and long-term sectorial strategies.

FIVIN, the Foundation for Research and Nutrition Wine created in 1992, focuses on the assessment of possible protective effects of a moderate wine consumption on our body and on human health from a medical standpoint. FIVIN undertakes continuous research and data collection on wine and health, under the supervision of a scientific committee made up of doctors, health technicians and nutrition specialists of international prestige.

An important field of activity for FEV is the implementation of the European Wine in Moderation-Art de Vivre Programme, starting in 2008, together with FIVIN (Foundation for Wine and Nutrition Research), geared by a scientific committee formed by doctors of national and international recognised prestige.

FEV and FIVIN have continued assuming challenges to implement the WIM programme in Spain. Once the "Self-regulation Wine Code on advertising and commercial communications" was fully implemented and wine companies applied it on a regular basis, a real step forward was taken in Spain in the dissemination of WIM message to consumers: in the frame of EU funds for the promotion and information from food products, FEV together with the Conference of Regulatory Boards of Wine (CECRV) launched - in October 2012 - an ambitious information campaign on moderate consumption in Spain under the slogan "who knows how to drink, knows how to live" (Quien Sabe Beber Sabe Vivir). It is planned for 3 years starting September 2012. Investment planned is € 1 M per year. Moreover, FEV and FIVIN have undertaken many efforts to present the WIM message and the WCS to public authorities and representative bodies of the wine sector, as well as the wineries and general public, building a national and regional active partnership, strongly committed to the WIM programme beliefs.

Spreading the WIM message

As it has been mentioned, FEV together with CECRV launched - in October 2012 - an ambitious information campaign on moderate consumption in Spain. The campaign is planned for 3 years with a total investment of € 1 M per year. The information campaign is based on two pillars: the promotion of responsible and moderate consumption of wine (reporting on the dangers associated with alcohol consumption) and consumer information on the variety, quality and production conditions of wines, under the slogan "who knows how to drink, knows how to live". On top of it, a dedicated website was activated in October 2012 (updated with new contents in 2013) and PR actions were organised to present and support the campaign. The result of those 15 months of campaign is more than 269.000.000 impacts on final adult consumers. Furthermore, in 2013, a new action of advertising at point of sale was launched in 150 shopping malls, reaching more than 66,7 million impacts.

Dissemination of the WIM common message 2011/2013

 **232** Number of WIM dedicated events or events with WIM actions

 **2,560,390** Number of people participating in WIM-related events/actions

 **216,379** Number of disseminated communication products

 **85** Number of opinion leaders

 **1,781** Number of references in media

After the first year, an external evaluation made by Mildward-Brown consultants revealed some conclusions about the programme: male wine consumers were more impacted by the message, younger consumers are less aware of the importance of moderation and risks linked to alcohol abuse; the campaign is engaging, interesting, and emotionally connects with consumers. Besides, it is considered easy to understand, credible and clearly linked to moderation. As a result of this, 6 out of 10 impacted stated that the campaign has improved their knowledge on wine consumption.

Increasing Knowledge

The educational activities in this field have been mostly provided by FIVIN, developing 15 actions addressed to final consumers, wine sector or health professionals in 2012 and 13 more actions in 2013. All of this was supported by the programmes brochure, press releases and information updates.

“Art de Vivre” Education

Number of “Art de Vivre” trainings



Number of active "Art de Vivre" educational programme providers



Self-Regulation

Through 2012-2013, FEV has continued to ensure that the WIM Logo and message is shown in FEV companies' websites and commercial communication materials, as it is mandatory under the Spanish Wine Communication Standards. Autocontrol has gathered an amount of 23 complaints for breach of the Wine Self-regulation Code, all of them for not showing the identifying elements of the programme, ie. the logotype and the message. Most of them (22) were accepted by the companies and just one needed the intervention of the Publicity Jury. This case was finally dismissed.

Regarding the Copy Advice or previous consultation of publicity - that is mandatory according to the Code for publicity on television and voluntary on other forms of communication - Autocontrol has reported 20 consultations in 2013 (27 in 2012, 80 in 2011). This

represents less than 0.1% of the consultations that Autocontrol has every year from every sector self-regulated, which shows a low publicity activity on the big media in our sector, as it is well known. The results from these consultations were as follows: 17 were positive, and in three cases a modification in the add was recommended. Also, in 17 of these consultations, a change in the type of media was also suggested due to legal limitations in its emission. Autocontrol fee 2013: €18,937.18 ; Investment made by companies in Copy advice service: €9,000. Investment made by companies in advertising bearing the WIM logo in 2013: €9,000,000.

Science

Following the creation in 2010 of the dedicated web page (www.lacienciadelvino.com), FIVIN has continued feeding this database on scientific studies on weekly basis in 2012 and 2013. At the same time, an electronic newsletter was created and spread among doctors and Spanish specialised media, as well as the wine sector companies and associations, wine institutions and authorities.

Building Partnerships

For the implementation of this part of the Programme, FEV collaborates closely with FIVIN, which has a lot of credentials and that represents a relevant organisation in the wine and health sector for the public administrations.

In 2011-2013, 279 new companies adhered to the WIM programme - that implies a commitment to apply the Wine Communication Standards. In addition, 11 regulatory bodies from important wine designation of origins, 8 professional organisations and 2 regional and local governments signed their adhesion too.



Joining the programme 2013



Investment increase during 2011/2013

2011	€	216,015
2012	€	1,099,689
2013	€	2,338,437
TOTAL		3,654,141 €

6.8 ARGENTINA BODEGAS DE ARGENTINA



“Bodegas de Argentina” is a chamber of commerce which joins most of the main wineries in Argentina. It was created in 2001 as a result of the merger of the “Centro de Bodegueros de Mendoza” (Centre of wine-producers of Mendoza), located in Mendoza and founded in 1935, and the “Asociación Vitivinícola Argentina” (Argentine Viticulture Association), located in Buenos Aires and founded in 1904. The partner wineries represent 80% in the domestic market and 90% in the export market. The aim of this merger was to lay the foundations of a growing entity with a bigger national representation as a chamber of viticulture industry. BdA represents more than 260 companies from all over the viticulture regions of the country.

Members of Bodegas de Argentina are traditional viticulture companies as well as the new generation of small familiar companies. Among them are wineries belonging to founding families of the industry and others owned by foreign investors. There are important multinational companies as well as small and medium-sized enterprises dedicated to viticulture, and corporations and cooperatives.

Argentina Wine Viticulture

Argentina has three main viticultural regions: NOA (northwest), Cuyo (the west region) and Patagonia (the southwest region)

The country has a great diversity of terroirs; 230,000 Has of cultivated area, the vineyards stretch from north to south, from 22 to 42 degrees latitude, by the Andes; optimum eco-physiological conditions for growth: Continental climate, low fertility of the soils and purity of water.

Argentina is the 5th largest wine producer in the world and the 9th wine exporter.

The domestic market is valued on 1,2 MM dollars, similar than the export market (1,26 MM dollars).

“Bodegas de Argentina” represents the interests of its members before different organisations or institutions at National and International level. The main objective is to mediate in wine affairs, communicate and promote Argentinian wines in the wine industry.

Increasing Knowledge

Bodegas de Argentina (BAAC) joined the WIM Programme in October 2013, and from that moment, the most important part of the educational activities was provided by the association itself. Bodegas de Argentina’s chamber developed 4 actions addressed to Human Resources employees, tourism and oenotourism employees, marketing and HHRR managers from the wine sector.

In addition, the HHRR commission organised a HHRR Forum in Mendoza with 120 guests. One of the three main ideas was responsible consumption.

Bodegas de Argentina also organises workshops to all BAAC members on how to address responsible consumption with their employees. These workshops are the perfect opportunity to present the Wine in Moderation – Art de Vivre Programme, concrete examples on how the programme is implemented, etc.



Joining the programme 2013



Total Number of entities
undersigned WCS

Self- Regulation

WIM programme Argentina is currently working on the first phase of the project, integrating the WIM message through the wine sector. In just three months, BAAC successfully welcomed 25 wineries, 1 company related to the wine sector and 4 wine academies. Half of the companies that joined are already using the WIM logo in their internal and external communications, organising WIM campaigns respecting the Wine Communication Standards.

COPAL – Coordinadora de las Industrias de Productos Alimenticios

In coordination with COPAL, the Beer Chamber and Spirits Chamber and the Ministry of Health a Decalogue of Responsible Consumption was prepared last year to be launched in 2014 as national campaign. BAAC participated in the procedure contributing through the Responsible Consumption Committee.

Spreading the WIM message

Bodegas de Argentina launched the WIM Programme in October 2013, in two important cities: Mendoza and Buenos Aires. The first launching event took place at Club Tapiz, whose owner Patricia Ortiz is also Director of the Responsible Consumption Committee. 70 guests such as winery referents, winery owners, winemakers, local government and press were present

With more than 70 guests such as Presidents, CEO's and Directors of wineries, key opinion leaders, press, functionaries of the Ministry of Health and Transit and Security Department of Buenos Aires, the second launching event held at Casa Nieto of Nieto Senetiner Winery was also very successful.

Dissemination of the WIM common message 2013



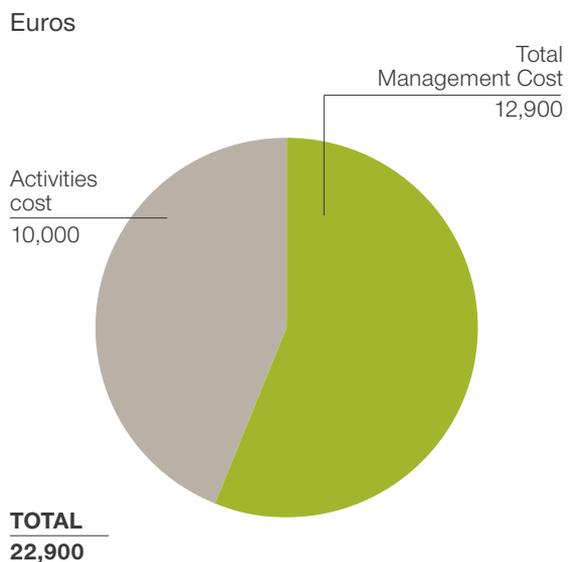
Since October 2013, BAAC has presented the WIM programme at five Wine Fairs, one Wine Award and three conferences. In addition, all activities concerning communication were supported by press releases, radio interviews and personal meetings with specialised journalists which help to further communicate the WIM message.

Furthermore Bodegas de Argentina created an alliance with the principal Wine and Gastronomic Schools in order to collaborate together at events, actions and wine fairs.

Building Partnerships

Bodegas de Argentina successfully built several partnerships with various institutions and chambers such as CAVA, Cámara Argentina de Vinotecas y Afines, Hertz Argentina, etc. which will enable Bodegas de Argentina to further spread the WIM message. With CAVA for instance, the WIM message will be disseminated to the consumers of the wine stores associated to this chamber. Furthermore, WIM Argentina has also started building strong partnerships with companies which are not directly related to the wine sector but that share the idea of responsible consumption. That is the reason why Bodegas de Argentina has built an alliance with Hertz Rent a Car with the objective to build and share the responsible consumption campaign between BAAC and Hertz Argentina.

Investment 2013



6.9 CHILE VINOS DE CHILE



The Vinos de Chile Trade Association (www.vinosdechile.cl) is a private, not-for-profit entity that represents the country's vitivinicultural producers.

It was created in April 2007 after a historic agreement between the two pre-existing associations – both now inactive – Viñas de Chile A.G. and ChileVid A.G., which allowed Chilean producers to unify the industry's representation for its trade and promotional efforts.

Vinos de Chile currently has 102 member wineries, which represent over 95% of Chile's exports of bottled wine.

Vinos de Chile was created with the following goals:

- Strengthen and expand the Chilean wine industry by participating in analysing and drafting governmental policies on development, promotion, free trade agreements, and regulations. Promote Chilean wine at home and abroad.
- Promote and communicate research and development on new technologies and processes throughout the entire industry chain.
- Provide a point of interaction for the members and orient them in the different aspects of the business without affecting their own identities.
- Improve the skills of the industry's work force through training and social benefits for industry employees.

Chilean wine market

Chile is the fourth largest wine exporting country on the globe and the largest one within the New World.

In recent decades Chile's food and agriculture sector has been deploying a successful strategy of internationalisation, which has become a pillar of the agro-export basket and of the country's economic development. Wine exports make up 2.5 % of Chile's total exports and 14 % of exports in the forestry-agriculture-livestock sector. The sector has more than 260 companies with annual exports greater than US\$ 50,000, 21 % of which export more than 100,000 UF (aprox. US\$ 4.2 million) per year. This means that the majority – 79 % – of Chile's wine exporters are small and medium sized companies.

During the past 10 years Chile has been producing an average of 947 million liters of wine per year. Most of the production is exported and 2013 exports reached to 150 countries, with the United States and United Kingdom being the most important markets, which represent 28 % of the total exports together.

From a domestic perspective, the wine industry operates in several regions of the country, from the Coquimbo Region in the north to the Araucanía Region in the south. The country has approximately 128,000 hectares of





viniferous vines planted and the 2013 production was 1.282 billion liters of wine. Cabernet Sauvignon represents 34,6 % of the overall production, followed by Sauvignon blanc, Merlot, Carmenère, Chardonnay and Syrah.

Sustainability project

R&D Consortium

Vinos de Chile A.G has a new “R&D Wines of Chile” Consortium, which represents an important step forward and an achievement in the research area associated to bringing together all the vineyards associated to Vinos de Chile A.G., managing to benefit the small, medium-sized and large vineyards, which form part of this industry. Through three different programmes, the wine industry will be able to improve their competitiveness, their positioning and image worldwide while reducing their vulnerability: Vineyards Quality, Sustainability, and Technology transfer Programme.

Sustainability Programme

The Sustainability Programme is a series of projects which focus on making the wine chain value environmentally friendly, socially balanced and economically viable. Everyone has within their objectives the improvement of the current version of the Sustainability Code.

The Sustainability Code

The Sustainability Code is a tool that is voluntary in nature, focused on incorporating sustainable practices in wine

growing companies, on the basis of requirements in three complementary areas: green (vineyards), red (wineries and bottling plants) and orange (social). Its objective is to promote the benefits of a sustainable production of grapes and high quality wines, and to encourage grape producers and wine makers to improve their management by meeting the requirements stipulated in the standard.

To comply with the Codes requirements, the vineyards must have an environmental and social management system which, at least, meets current national legislation, independent of the complexity of their operations.

Actions already taken in the different pillars of the WIM programme

The current version of Vinos de Chile’s Sustainability Code includes a chapter which deals with COMMITMENT TO CONSUMERS and a specific requirement:

“5.2.2 The company must consider, among its communications and advertising, delivering messages that promote responsible wine consumption, in order to avoid behaviors or actions that pose a risk to consumers and/or other members of society”.

The new version of the Code will include a specific chapter about responsible consumption. Guidelines, including communications and advertising messages; Education; Wine and Healthy lifestyle;

6.10 ACTIVITIES IN OTHER COUNTRIES

AUSTRALIA



In July 2013, the Wine Health Conference organised in Sydney, Australia, gathered world experts to present and exchange the latest scientific evidence on the impact of wine consumption on human health. This important congress was also the opportunity to introduce the Wine in Moderation - Art de Vivre Programme to key

professionals from around the globe; from internationally recognised scientists to international representatives of the industry. The WIM programme received great recognition and the participants were intrigued by the progress achieved so far asking many questions and showing great interest in the programme.

BELGIUM



As only by acting locally and understanding local needs and interests can someone successfully act globally and vice versa, WIM Aisbl is taking action at local level. Based in Brussels, WIM has communicated its message through the 1st Brussels Wine Week organised by the Bruxelles Region in collaboration with Vino Magazine in 2012, a year dedicated by Bruxelles region to gastronomy (Bruscelicious).

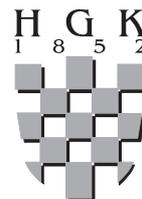
In the spirit of local action, and consistent with its collaboration with HOTREC, WIM Aisbl has initiated a dialogue with HORECA Vlaanderen, the Flemish Hospitality Association, to support the Hospitality Sector in their efforts to reduce alcohol-related harm by introducing the WIM message and increasing the knowledge of professionals.

In 2012, WIM Aisbl has received funding by the Belgian Francophone Leonardo da Vinci Programme office

(AEF-Europe) for the coordination of the "VET-ArtdeVivre" Partnership Programme to address issues related to the Vocational Education and Training in the field of wine, health and responsible drinking.

In addition to these activities, WIM ambassadors' wine products and websites bearing the WIM logo have reached the Belgian market and Belgium was among the 3 countries where the evaluation of the programme took place, providing valuable information on Belgian Wine drinkers and their drinking patterns, helping to design effective campaigns to better reach Belgian citizens and contribute in the reduction of alcohol-related harm

CROATIA



In Croatia, the University of Split, School of Medicine is leading research in the field of Wine and Health and has successfully been communicating and raising knowledge with professionals and the broader public about wine and health issues and the risks of the excessive and harmful consumption of alcoholic beverages.

At the same time the Croatian Chamber of Economy brings together the whole Croatian sector and actively supports it with actions such as professional training, communication and representation.

In 2012, the Croatian Chamber of Economy and the University of Split, joined WIM through the unique partnership in vocational education and training (VET), VET-Art de Vivre Partnership Programme. These two

organisations have promoted the work of the Partnership through interviews in relevant media (internet magazines, bimonthly magazines, radio, etc.), presentations at important symposia (e.g.: Professional training symposia for continuous education of medical doctors, etc.), national wine festivals, etc.

The Croatian filière is supportive of the promotion of the values of moderation and responsibility and the engagement with key stakeholders in relation to the WIM principles and objectives. In this way, the organisation acts as a driver for a comprehensive and coordinated implementation of the WIM programme in Croatia.

CYPRUS

The Cyprus Wineries Association - CWA (Σύνδεσμος Οινοποιείων Κύπρου-ΣΟΚ) member of CEEV, is responsible for the implementation of the WIM Programme on behalf of Cyprus wine makers, producers and traders. The association comprises the majority of the Cyprus wineries and is the official voice of the Cyprus Wine Industry.

Cyprus has a long standing tradition and culture of wine and the WIM message was warmly welcomed from both professional and consumers.

During 2011, the CWA developed a number of actions to disseminate the message of moderation and responsibility. Two big conferences were organised to present the WIM programme and to raise awareness around wine, health and social aspects reaching more than 10.000 people. The conference took place in the framework of the annual Cyprus wine contest and the



Limassol Wine Festival (Golden Jubilee) in collaboration with the national authorities (Ministry of Agriculture - Dept. of Viticulture and Oenology / WPC) and the municipality of Limassol.

The events were supported with a press conference and with a dedicated live TV interview-discussion in the daily magazine (Syn Plin) of the Cyprus National TV Channel (RIK - CYBC) with a national wide impact.

In 2012, with the leadership of CWA's president and spokesperson, Mr. Antonis Haggipavlou, the WIM message was successfully spread the WIM message in major national events.

GREECE



EDOAO
NATIONAL INTER-PROFESSIONAL
ORGANIZATION OF VINE AND WINE

The National Inter-Professional Organisation of Vines and Wines of Greece (EDOAO) is responsible for the adoption and the implementation of the WIM Programme in Greece. EDOAO represents both the vine and the wine sectors in Greece through its two members, the Greek Wine Federation (member of CEEV) and the central Union of vine and wine producing cooperative organisations of Greece (member of Copa Cogeca).

Following the first commitment period successful activities have been launched in collaboration with the Ministry of Health and Social Solidarity and the sectorial agencies of related branches (oenologists, sommeliers, etc.).

Having incorporated the WIM message in the Marketing Strategy of the Wines from Greece, EDOAO passes the WIM message through its New Wines of Greece website and through activities such as the annual symposium with the participation of influential wine opinion leaders.

During this second period, WIM has been actively supported by the two most important wine professional associations the Oenologist Association (PANEPO) and Sommelier Association (PENO). Both associations are developing WIM related training activities for their members and they are partners in the VET art de Vivre Partnership Programme.

WIM message has reached wider audience in Greece with the opportunity of the 1st Thessaloniki Food Festival in the framework of the XV BIENNALE DE LA MEDITERRANEE (Symbiosis) organised by the City of Thessaloniki. WIM was presented during the round table discussion about young adults & gastronomy.



Moreover, the Wine in Moderation – Art de Vivre (WIM) aisbl together with the other Partners of the VETArtdeVivre Partnership organised a session aimed at the training and education of wine professionals in relation to culture, health and responsible wine consumption during the Oenorama exhibition. This was an opportunity to update Greek key stakeholders (producers, professionals, educational establishments) and wine professionals with the latest achievements of WIM and sensible drinking but most importantly, it was a great occasion for the VETArtdeVivre Partnership Programme to present the work developed so far and to initiate the necessary dialogue for the introduction of relevant training.

Also, and for the first time ever, a sommelier association introduced a question about responsible serving in the annual national contest of best Sommelier.

PENO introduced two questions about responsible serving in the final phase of the official contest for best sommelier of Greece. The contestants were asked over the issues about drink and driving as well as drinking during pregnancy.

Articles about WIM were also presented in sectorial magazines, such as Wine Plus Magazine with a total reach of 50,000.



HUNGARY

In May 2011 during the Wine Festival of Etyek, Vindependent – a CEVI national member, presented the WIM programme, its objectives, tools and actions to fifty Hungarian independent wine-growers.

SWITZERLAND

The Day of Open Cellars which takes place every year in Geneva, welcomed in 2011 a poster campaign "Aimer passionnément, déguster modérément" or "Love passionately, drink moderately" aimed at the local population. In 2011, the Swiss Independent Wine-growers of the ASVEI (550 members) received four information letters mentioning the WIM programme.



RUSSIA

The Moscow International Wine Expo (MIWE) was officially launched in 2011, as an internationally recognised professional communication and interaction space for wine industry specialists, wine traders, officials, journalists, consumers looking to reinforce wine as an integral part of national culture and traditions of wine-producing countries and regions and to promote healthy living and moderate and responsible wine and alcohol consumption.

WIM was the official partner of the MIWE, supporting the promotion of responsibility and moderation by spreading the Wine in Moderation Common message through online tools, printed media and with a wide conference on wine health and social aspects issues.

The communication of the WIM message both in English and in Russian was done on the official website and catalogue and in hundreds of leaflets and brochures that



were disseminated to the conference participants at the expo. The WIM message was further communicated in follow-up articles in generic and specialised media as well as during other events and actions.

SWEDEN

With the products of the Ambassador Companies well established in the national market, Sweden was selected as one of the three countries in which to evaluate the impact of the Pilot Project of the WIM logo.

At the end of 2013, WIM also established a relationship with Munsänkarna, the largest non-commercial association for wine education and wine tasting in the world. Munsänkarna, is composed of local associations in 155 cities and villages and counts more than 24 000 members. Furthermore, Munsänkarna also organises wine tastings and wine courses at different skill levels in local associations around Sweden and members receive the newspaper "cupbearer" with "Vinjournalen" presenting wine tips among others. Munsänkarna includes information and education programmes in wine, health and responsible drinking.

In that sense WIM and Munsänkarna are a perfect match. A presentation of WIM took place in Stockholm in October 2013 in front of the Board of Munsänkarna and discussions are under way for the participation of Munsänkarna in WIM.



LUXEMBOURG

The Luxembourg Spring Fair in May 2011 and the festivities surrounding Luxembourgish Wine and Crémant in November 2011 were both occasions for independent wine-growers (OPVI – CEVI national member) to bear the Wine in Moderation logo and message on their stands. Approximately thirty independent wine-growers participated at each fair that attract a rather large public made up of families. Wine-growers present at the fair assured that the message was generally very well received by visitors.

TURKEY

2012 was a milestone for the Turkish wine sector. Two main events, the 35th World Congress of Vine and Wine organised by OIV and TAPDK (tobacco and alcohol market regulatory authority in Turkey) in June and the 4th European Wine Bloggers Conference in November by the Wines of Turkey, both took place in Izmir.

The Wine in Moderation programme was successfully presented during the OIV Scientific Congress by DWA, while WIM Aisbl actively participated in the proceedings of both events bringing the WIM message of moderation and responsibility to relevant key actors.

UNITED KINGDOM

The UK industry has been working on a number of initiatives to promote responsible consumption. The Wine and Spirits Trade Association, the UK Vineyards Association, the Wine & Spirit Education Trust, Alcohol in Moderation, the Portman Group and the Drinkaware Trust are all working together to achieve common objectives, of which WIM is a part.

The UK has not made any specific commitment, since all UK efforts are common to all alcoholic beverages. However, all initiatives taken in the UK to promote responsible drinking are in line with the spirit and the letter of the WIM programme. In fact, there are strong synergies between both programmes, which are different versions of one and the same general idea: the promotion of responsible drinking.



On the occasion of the Wine Vision conference, WIM Aisbl and the WIM programme was presented at the first edition of this conference which took place in London from 18 to 20 November 2013. The aim of this conference is to inspire change, create a sustainable global wine business, by asking visionary figures to share their expectations for the future and involving all stakeholders.

UNITED STATES OF AMERICA

In December 2012 in New York City, WIM Aisbl presented the WIM programme and WIM activities at the FIVS Meeting. The WIM message reached key actors of the wider wine value chain from all over the world and especially from the US. Challenges and opportunities for the implementation of the Programme were discussed and contacts were established for further discussion to explore opportunities for collaboration.

FIVS acting as an international platform for the wine business has been actively supporting the WIM programme from the very beginning providing tools to communicate the Wine in Moderation - Art de Vivre message.



WIM AMBASSADOR COMPANIES

MOËT HENNESSY

PERNOD RICARD WINE AFFILIATES

SOGRAPE VINHOS SA



6.11 MOËT HENNESSY



Moët Hennessy is the wines and spirits division of the LVMH: Moët Hennessy - Louis Vuitton. As the first producer and exporter of champagne and cognac as well as a wine producer in many countries in the world, the company has by essence a very strong wine identity.

Moët Hennessy's prestigious premium products have a distinct cultural, historic and gastronomical dimension. Some of them reflect more than two centuries of heritage in their country of production.

In 2011-2013, basing its reflection on initiatives, which had been developed in the past by its Maisons and

Regions, Moët Hennessy, has reinforced its commitment to responsible consumption.

Moët Hennessy's policy, detailed in the Moët Hennessy Commitment for Responsible Consumption is based on three key principles:

- 1) Active promotion of moderate drinking, through the dissemination of the Art of Tasting culture,
- 2) Awareness-raising about the dangers of drinking and driving,
- 3) Absolute respect of our collaborators, guests and consumers' choices. Consuming our products should remain a pleasure and its consumption should never be imposed on anyone.

In 2011-2013, Moët Hennessy has renewed its commitment to Wine in Moderation, by remaining a large contributor of the association and by allocating time and resources to strengthen the work of the association, help its expansion and facilitate ways of reaching out to consumers.

Increasing knowledge

In 2012 & 2013, Moët Hennessy rolled out an internal campaign on responsible consumption. With this campaign, Moët Hennessy has reached out to the 6.500 employees of Moët Hennessy worldwide with a two or four hours in-person training. In the same spirit, an intranet website dedicated to this issue was also created as well as an e-learning module on responsible consumption for employees.

Self-Regulation

Moët Hennessy has been improving its implementation of the Wine Communication Standards over 2011-2013 and many ads in the EU now bear the Wine in Moderation-Art de Vivre logo. Moët Hennessy will see that this progression continues.

Moët Hennessy also puts the WIM website address on all the age-gating pages of each of the company's brands' websites. In case the age condition is not fulfilled, the visitor is immediately redirected to the WIM webpage. These two actions create a good deal of traffic on the Wine in Moderation website.

Veuve Clicquot
BEING FRANCE

RESPONSIBLE CONSUMPTION

THE ART OF TASTING IS OUR CULTURE

- ★ It is our Maison's vocation to produce premium, high-quality products based on a unique savoir-faire. The historical, cultural and gastronomical dimension of our products is what makes them so extraordinary.
- ★ Our champagnes are meant to be appreciated in moderation. The Art of Tasting is our culture.

IF YOU ARE DRIVING PLEASE TEST YOUR BLOOD ALCOHOL CONTENT

- ★ After having savored our products, and before getting behind the wheel, everyone should first test their blood alcohol level using the breathalyzers provided free of charge.
- ★ If your blood level is higher than the legal limit, do not drive.
- ★ Wait until your blood alcohol level is below the legal limit before driving or ask one of the hostesses to call a taxi for you.

In compliance with existing legislation, we do not sell our products to anyone under the legal age.

So Clicquot, so responsible

Ardberg - Belvedere - Cape Mentelle
Chandon - Chateau Cheval Blanc
Chateau d'Yquem - Cheval des Andes
Cloudy Bay - 10 Cane - Dom Perignon

Moët Hennessy
Glenmorangie - Hennessy - Krug - Mercier
Moët & Chandon - Newton - Numanthia
Remy Martin - Terrazas de los Andes
Veuve Clicquot Ponsardin - Wente

www.wineinmoderation.eu



MOËT & CHANDON
CHAMPAGNE

MOËT & CHANDON

WINE IN MODERATION - ART DE VIVRE

CLOUDY BAY®
MARLBOROUGH
PINOT NOIR 2009

The Cloudy Bay vineyards are located in the Marlborough region, at the northern end of New Zealand's South Island. Grown under ideal conditions, the vines produce intensely flavoured fruit with distinctive varietal character. This is a complex, medium bodied wine with savoury flavours and a ripe supple palate.

www.cloudybay.co.nz

WINE OF NEW ZEALAND

PRODUCED AND BOTTLED BY
CLOUDY BAY VINEYARDS LTD., BLENHEIM, NEW ZEALAND.

IMPORTED IN UK BY: MOËT HENNESSY UK LIMITED,
13 GROSVENOR CRES., LONDON SW1X 7EE, UK.
OR IN REST OF EUROPE BY: MHCS,
9 AVENUE DE CHAMPAGNE, BP30222, 51207 EPERNAY CEDEX, FRANCE.

www.wineinmoderation.eu



750mL

14.0% vol.

Contains Sulphites/
Contient Des Sulfites
(SO2) Enthält Sulfite



LPA.05.001

WINEinMODERATION.

Art de Vivre

4 18408 080011

Spreading the WIM message

Moët Hennessy is a strong support of Wine in Moderation and uses different opportunities to disseminate the moderation message. This can be achieved through many means, like for example making the website address available on the brand's page, labelling the WIM website address on the bottles, putting the Wine in Moderation website address on Moët Hennessy's responsible consumption leaflets available at their visitors' centres.

Building Partnerships

On every occasion, Moët Hennessy, as a founding member of Wine in Moderation, plays its role in helping the development and expansion of Wine in Moderation, by approaching potential candidates, in particular companies, and supporting, whenever possible, the dialogue between WIM and associations which could potentially become WIM members.

EL CHAMPAGNE SÓLO SE

WineinModeration.eu
Art de Vivre

EL CHAMPAGNE SÓLO SE DISPONIBLE CON MODERACIÓN.

WineinModeration.eu
Art de Vivre

VINTAGE ONLY



DOM PÉRIGNON ROSÉ VINTAGE 2003
EACH VINTAGE IS A NEW CREATION

DOMPERIGNON.COM

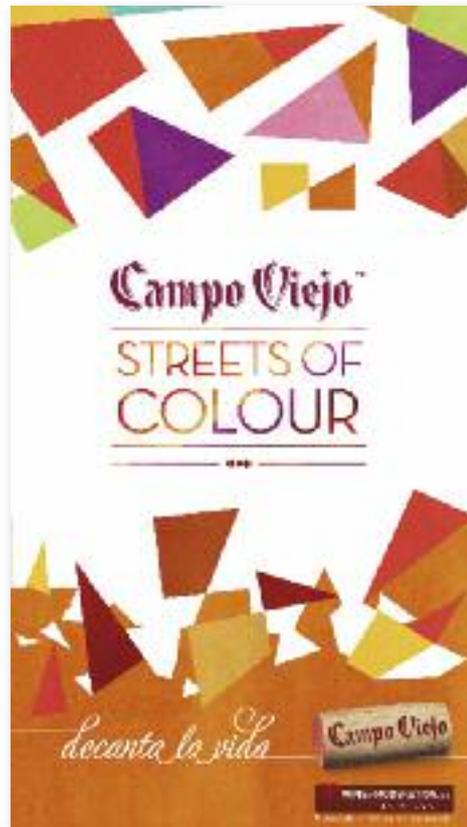
6.12 PERNOD RICARD WINE AFFILIATES



Pernod Ricard is a world co-leader in wines & spirits and the fourth largest global wine operator. As a company genuinely committed to responsible consumption its wine affiliates (Pernod Ricard Winemakers Spain, Mumm & Perrier Jouët) became key players as Ambassadors of the WIM project very early on.

Several of its affiliates actively participate in the WIM programme:

- Pernod Ricard Winemakers Spain** – 1st affiliate to join the programme and Wine leader in Spain
 Pernod Ricard Winemakers Spain is the global Spanish wine leader in value. It has a long history of making Rioja wines of unquestionable quality with a firm commitment to its employees, research, innovation, responsible drinking and respecting the environment. Corporate Social Responsibility (CSR) is one of the cornerstones of Pernod Ricard Winemakers Spain and it was the most active supporting the WIM implementation at all levels: local, national and international.
- Mumm- Perrier Jouët**
 Mumm, Martell, Perrier-Jouët, (MMPJ) is the brand company in charge of production and development of Martell Cognac and Champagnes Mumm and Perrier Jouët. They have also started including the logo on their back labels.
- Pernod Ricard Argentina**
 As strong supporters of the WIM Programme, Pernod Ricard Argentina has actively worked with Bodegas de Argentina (BAAC) to launch the programme locally and



is a part of the Responsible Consumption committee at BAAC. Pernod Ricard Argentina is the 2nd player in the Wine industry in domestic market, being one of the top companies in exports over 70 countries.

Increasing knowledge

Pernod Ricard has a dedicated CSR department and CSR leaders within each affiliate, who carefully monitor and co-ordinate the implementation of the Wine in Moderation - Art de Vivre Programme and disseminate the message of moderation and responsibility.

All Pernod Ricard employees (19 000) are involved and participate in "Responsib'All Day", a unique initiative during which all Pernod Ricard employees worldwide stop their activities and dedicate the day to sharing knowledge and experience on responsible consumption yearlong programmes among which the WIM implementation. Employees also act as ambassadors raising awareness of responsible consumption.



In November 2013, lectures about responsible drinking "Alcohol and Youth" were developed and given by Pernod Ricard volunteers in Argentina Wine School, Wine Fair Height and Argentina School of Sommeliers.

Spreading the WIM message

Pernod Ricard is a strong supporter of the WIM Programme and it has been taking action in various ways to further spread the WIM message.

Pernod Ricard Winemakers Spain for instance, has consistently included WIM in all communication materials and activities (wine tastings, wine expos, etc.) targeting both professionals and consumers and Pernod Ricard Argentina has successfully completed stage 1 for the incorporation of WIM logo in their wine brands labels.

All Pernod Ricard Winemakers Spain external and internal communications incorporate the WIM logo in for example all staff's email signatures, Campo Viejo's website with a direct link to the WIM website (40.000 visitors/year), but also in communication material (30 ads with the WIM message in the media; bulletins, information notes, press releases sent to both Pernod Ricard employees and Media, with a total of 18,150 direct contacts; all commercial communications, triptychs, annual informs, CSR video and Responsibl'All Day material; etc.) Furthermore, 41,000 Winery Tours were organised, meetings with stakeholders, wine fairs and tastings in which 20,000 people (internal staff, clients and consumer) participated, WIM principles and the moderation message were always mentioned.

There are also other good examples of how Pernod Ricard Winemakers Spain further spreads the WIM message. For example, Elena Adell, Chief Winemakers for Campo Viejo – Pernod Ricard Winemakers Spain, incorporates the WIM logo in her videoblog on YouTube. Raquel Valentin, CSR manager, has also participated in three different Universities talks to explain responsible consumption, the Wine in Moderation initiative and how Pernod Ricard Winemakers Spain has been implementing it in Spain.

Self-regulation

As part of the Pilot Project of the WIM logo, two of Pernod Ricard's wine affiliates – Pernod Ricard Winemakers Spain and Mumm & Perriere Jouët added the WIM logo to their back labels.

Since its inception, Pernod Ricard Winemakers Spain has always championed responsibility and moderation in wine drinking. As a loyal supporter of responsible drinking, the firm joined the Wine in Moderation (WIM) European programme in 2009 through the Spanish WIM Member - Federación Espanola del Vino (FEV). Since then, it has gradually included the WIM logo in its promotional and corporate material and was the first company to include the Wine in Moderation logo on its back labels. The WIM logo is currently present on 19 million bottles across several Pernod Ricard Winemakers Spain brands and in

different channels in Spain as well as on 12 million bottles of Campo Viejo on the International market.

The MMPJ Company adopted a new visual identity two years ago and decided to include the Wine in Moderation – Art de Vivre's logo on the Champagne's back labels. All Mumm & Perrier Jouët champagne now carry this logo worldwide (with respect to local regulation).

Furthermore, as a member of FEV, Pernod Ricard Winemakers Spain adhered to the Wine Communication Standards (WCS), and since 2009 all of the commercial communications, both on-line and off-line media carry the WIM logo and follow the WCS principles. They are also subject to the decisions of Auto Control, the Self-Regulation Authority in Spain.

Building partnerships

Pernod Ricard as an Ambassador Company and important member of the Wine in Moderation-Art de Vivre Aisbl deeply believes in continuing building partnerships: all stakeholders have in fact an important role to play. This is why Pernod Ricard helps with the development and expansion of the WIM programme in all occasions.



6.13 SOGRAPE VINHOS SA



Sogrape Vinhos, Portugal's leading family owned wine company, has an international dimension and a strong focus on building premium wine brands which respond to consumer demand.

Founded in 1942 with the creation of Mateus Rose, Sogrape Vinhos is led today by the third generation of the Guedes family and cultivates more than 1,250ha of vineyards in Portugal, Spain, Argentina, Chile and New Zealand.

In 2008, Sogrape Vinhos signed a commitment to positively contribute to reducing alcohol-related harm within the European population and is committed to the education of its staff, trade and consumers in the appreciation of wine in a moderate and responsible manner.

In 2011-2013, Sogrape Vinhos continued the commitment to Social Responsibility in the sphere of Social Aspects of Alcohol initiated in 2008. The project WINE IN MODERATION by Sogrape Vinhos reaches the key areas of intervention defined in the commitment, which include:

- 1) Support & implement strategies which aim to reduce underage (18 years old) consumption of alcohol,
- 2) Develop information and education programmes which contribute to the reduction of harmful consumption of alcohol and encourage low risk consumption patterns,

- 3) Ensure that the legal limit for purchase and consumption of alcoholic beverages is respected, to promote a change of attitude among young people and adolescents through parental education and to comply with self-regulatory codes in Communication,
- 4) Marketing and Sales.

Sogrape Vinhos has actively worked to support the WINE IN MODERATION programme as well as the implementation of the programme in Portugal (under the name "Vinho com Moderação").

Spreading the WIM Message

During 2011-13 Sogrape Vinhos actively participated in 18 conferences with presentations on the WIM Programme and the need for moderation and responsibility. In the area of Wine Tourism, the WIM Common Message was received by almost 600,000 visitors. Over 10 000 brochures were distributed during the years at various events in which Sogrape Vinhos participated. Sogrape Vinhos sponsored alcohol tests at the leading wine festivals in Portugal, disseminating the WIM Message and focusing on "Drink-Drive", with a reach of approximately 2,500 people. Students of the hospitality sector (up to 855 young people) received wine training from Sogrape Vinhos and were introduced to the WIM Message.



ESCOLHA O LADO CHEIO DA VIDA.

GAZELA. SABE BEM COM A VIDA.



Seja responsável. Beba com moderação.

Increasing Knowledge

Sogrape Vinhos implemented a pilot project to reach 80 parents and teachers entitled “Be prepared to speak with your children about alcohol” with three sessions resulting in the development of a 10 point charter key steps. To support this action the brochure “How to Speak with your Children about alcohol” was translated and published in Portuguese. The company implemented an Internal Regulation on Alcohol within Sogrape Vinhos and continued constant education and communication programme, which reached an average of 600 employees with the WIM message at least six times during the years 2012-2013.

Self-Regulation

Sogrape Vinhos has implemented the WIM Self-regulation code in conjunction with the APAN Code of Good Practices in Alcohol Communication in all of its communication and promotional material, resulting in the inclusion of the WIM logo and the authorised Responsible Drinking Message in all commercial communication. This is estimated to have made over 18 Million impacts during 2011-13. In addition to this, Sogrape applies a Code of Good Commercial Practices in Portugal covering Sales and Marketing by the national distribution company.

In commercial communication campaigns which generated over 7 million impacts during 2013, Sogrape Vinhos included the message of “Seja Responsável. Beba

com Moderação” (Be responsible. Drink in Moderation. To be clearly visible, the message was placed in horizontal format and with a minimum size of 33% of the longest side.

Building Partnerships

Sogrape Vinhos cooperated with the national wine promotion agency – Viniportugal – in the “Wine by the Glass” events in Lisbon and Oporto, providing a team to distribute WIM information and offer voluntary breathalyzer tests to people in restaurants and wine bars. Approximately 400 people were reached.

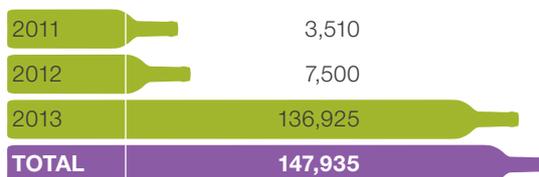
Communication of the WIM message



13,575,397

Total number of people reached by all activities

Number of communication products disseminated



Number of WIM dedicated events or events with WIM actions



“Art de Vivre” Education

Number of “Art de Vivre” trainings



7 | SUCCESS STORIES

7.1 | SPREADING THE WIM COMMON MESSAGE

1 Wine in Moderation – Art de Vivre Aisbl launches new website

Info

When? November 2013
Who? WIM Aisbl

Description of the activity

The new dynamic WIM website was launched on the second year anniversary of WIM Aisbl in November 2013. The new website provides relevant information to consumers and stakeholders, and offers a host of dynamic, science based and comprehensive information on the concept of moderation and responsible drinking, on the culture of wine and on the WIM commitment and its growing movement

Fresh visuals as well as a modern WIM monthly newsletter and a WIM TV channel with animated videos, interviews and WIM video campaigns are also prominently featured on the new website adding dynamism, and converging a wealth of information on one single platform.



2 Consumer Campaign: Quien Sabe Beber, Sabe Vivir

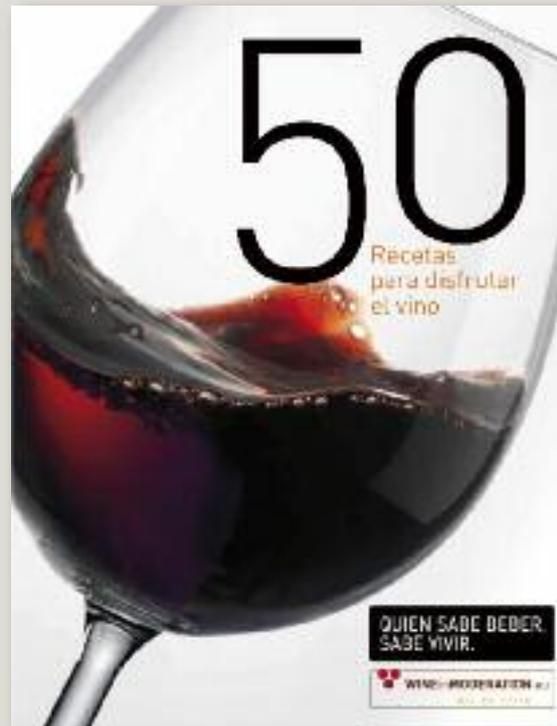
Info

When? From September 2012 to August 2015
 Where? Spain
 Who? FEV & CECRV
 Project cost: € 3 million
 Target -audience? General Public

Description of the activity

“Quien Sabe Beber, Sabe Vivir” is the first nationwide and the biggest worldwide campaign made by the Spanish wine sector aiming at the diffusion of moderate drinking as the only way to enjoy wine and the increase of general knowledge about wine products and their quality attributes (better knowledge leads to better choice). The campaign is addressed to general public from 25 to 50 with special focus on women for their significant social role as “educators”, their active attitude towards information related to health and healthy lifestyle and as “prescribers”.

So far about 269,000,000 times, people have been reached by our campaign through advertising in printed and digital media (advertising and a dedicated webpage). The campaign strategy is based on well-known and appreciated Spanish opinion leaders in various fields, who share with consumers their personal “recipe for life” that includes wine in moderation. They transmit close experiences that blend responsible and moderate consumption of wine with gastronomic pleasure and enjoyment of the simple things in life. They give the campaign notoriety and power and reinforce the message.



The opinion leaders collaborate on the campaign on a voluntary basis.

The campaign is being evaluated from a 3rd independent accredited company. Performance indicators have been placed for the continuous improvement of the programme impact towards the consumer. The first evaluation programme so very positive results, especially in the acceptance of the campaign by all stakeholders and more significantly the general public.



3 Federvini's successful Drink Test App

Info

When? 1 April 2013

Where? Italy

Who? Federvini

Target -audience? General public

Description of the activity

Federvini supported and promoted the launch of an app' helping users learn more about their theoretical Blood Alcohol Content (BAC) levels. The Drink Test app' not only provides key facts and figures about alcohol, legislation and alcohol content in wine, spirits and beer; it also gives the user guidelines on how to best appreciate wine and alcohol in moderation.

Moreover, the data provided by the user (gender, weight, food consumption, and number & types of drinks), enables the app to calculate the hypothetical blood alcohol level and gives the user more information on his or her alcohol consumption. The benefit of this app is that the GPS and the A-GPS based technology allows the user to immediately find and call a taxi in the surrounding area.

The Drink Test App was launched during Vinitaly (April 2013) with a press conference and supported through a continuous media relations activity. A short video was produced in order to explain the correct usage of the



app and further promote it on the internet. Furthermore, Tre Italia – a mobile phone company – texted approximately 700.000 clients to encourage them to download the Drink Test app. The message was: "Happy hour or dinner with your friends? Download the app drink test for free, use it and drink in a responsible way".

The presentation and the following media relations activity generated 49 direct stories on print, web and TV media. As a complementary action, Federvini launched two majors advertising campaigns in Milan and Rome metros and airports in September 2013. For two weeks in Rome and three in Milan, people in the metro could see a short video starring the Drink Test App. Due to its success; the campaign is foreseen to be repeated in 2014 and 2015 at the same period.

Around 9.000 people have downloaded the application so far which is available on on-line stores or via the dedicated website: www.drinktest.it.

4 Portuguese WIM Campaign - Advertising in Cinemas, Street Video Panels and TV

Info

When? 2 waves April 2011 & 2012

Where? 1st City of Porto - 2nd nationwide

Who? 1st AEVP, 2nd ACIBEV

Target -audience? General Public



Description of the activity

1st Wave - action lead by AEVP

a. Advertising in Cinemas

WIM was placed in a 4 weekly Cinema Guides-Programme and a 15" WIM spot was displayed over a period of one month in 20 cinemas in Porto. This action had an average audience of 120,000 people.

b. Street Video Panels

The video panels acted as giant television screens and were strategically located in the city of Porto with a high impact. The average number of vehicles passing in front of these panels between 2h and 6h is about 1 million per week. About 2.120.000 people were thus reached through this activity.

2nd Wave - action lead by ACIBEV

During the period 15-29 December 2011, the 30-second spot of the campaign "Wine in Moderation", was



5 Repas Divin (Divine Meal)

Info

When? April- September 2012

Where? France

Who? Vin & Société

Project cost: € 170,000

Target -audience? General Public & Media

broadcasted 108 times on prime time on national and cable TV (RTP1, RTP 2, SIC, SIC Noticias and SIC Mulher). This impactful action was repeated in 2012 during the Christmas Holidays for an extended period, covering also New Year's Eve (December 19 to January 2, 2013) with an increased number of total insertions, featured 151 on prime time of the national and cable TV channels.

A presentation of the TV campaign took place in the Portuguese Parliament before its launch and it was opened by Secretary of State for Agriculture, Jose Diogo Albuquerque who stressed the importance of wine in agriculture, the wine in gastronomy, society and culture, as well as the commitment of the Government to associate itself with campaigns of responsibility.

The Portuguese WIM Consumer Campaign is supported with the new website www.vinhocommoderação.pt and the participation in events for consumers (i.e. Essencia do Vinho – Porto's annual wine event; Porto.Come annual food and wine event)

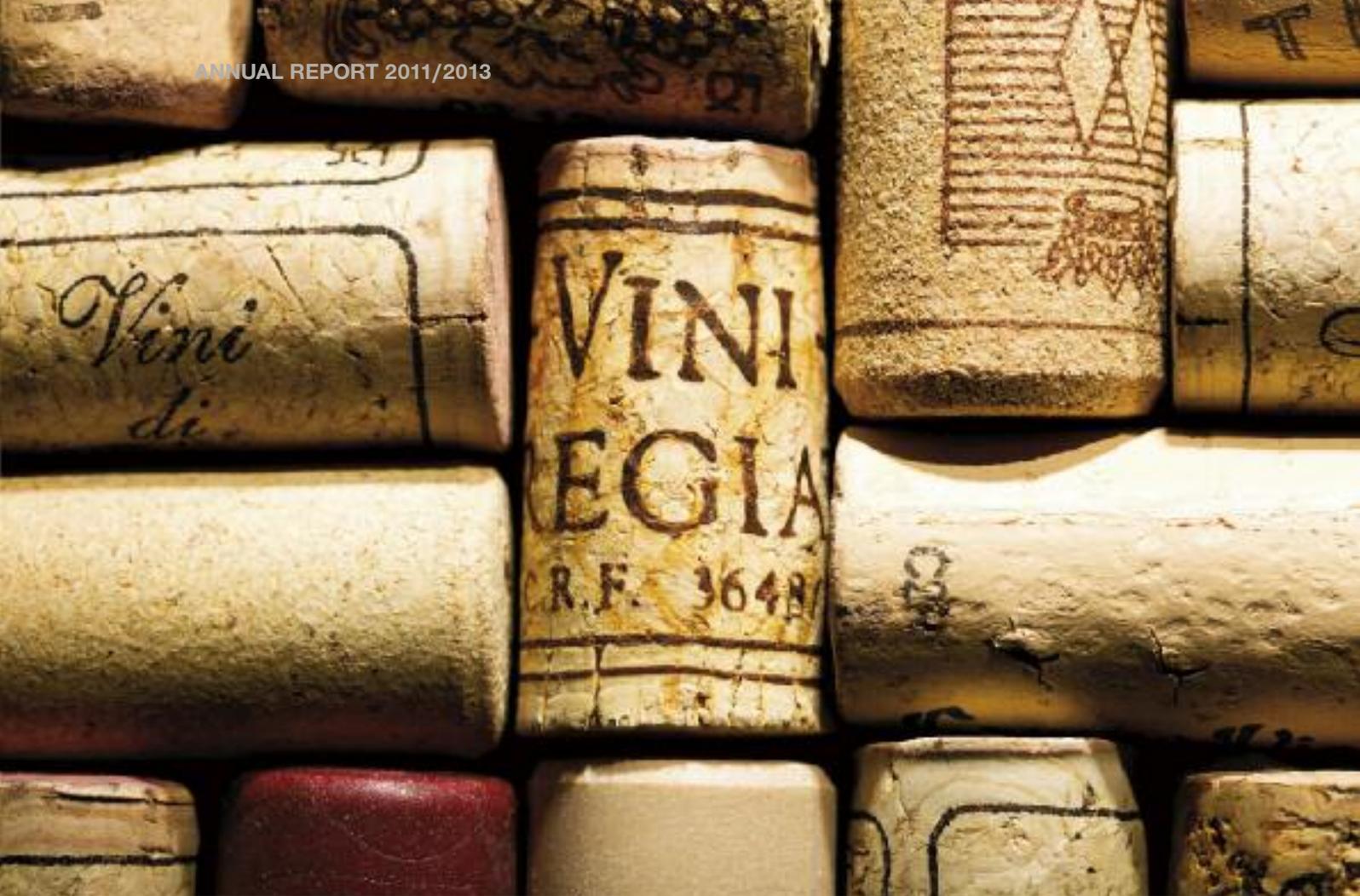
Description of the activity

“Repas divin” (Divine Meal) is a new gastronomic series produced by Vin & Société and proposed and broadcasted by National and regional TV Channels and on-line media (web TV and websites).

By concocting delicious dishes, learning about wine pairings and discovering unexpected sites of the French wine regions and providing tips for responsible consumption of wine, this gastronomic series successfully created a cultural environment where French Gastronomy and the cultural dimension of wine are successfully paired to inform and educate consumers in the moderate and responsible drinking in a positive and friendly manner.

More than 160 media - 77 Televisions (4 national & 73 regional TV channels), 26 web TV (4 specialised & 22 generalist Web TV), 59 websites (8 women's, 2 of national press & 20 of regional press, 16 sites and food blogs, 5 websites and blogs of oenology, 6 sites of regional information) had broadcasted the series during 2012 and more than 2000 hours were dedicated to Repas Divin on TV.

Various opinion leader and well-known expert/personality were involved in this project: *Dominique Hutin*: Famous journalist on National Radio and *Atelier des chefs*: famous cooking classes' provider in France.



6 Io Vivo Mediterraneo

Info

Where? Italy

Who? Federvini

Target -audience? General public, Media and Policy Makers

Description of the activity

Creating a digital platform through a Facebook page and a website that allows Federvini to communicate its active support towards responsible drinking. Federvini uses Facebook as a basis to improve dialogue with the young target and promote awareness of the responsible drinking pattern represented by the Mediterranean Style. The weekly columns and daily posts follow various topics such as: social responsibility initiatives promoted by Federvini's members or initiatives which are able to represent the Mediterranean style, the values of the Mediterranean style, building up the drinking culture, comparisons between negative and positive behaviors, tips for the weekend -> where to go, what to do in the weekend and future possibilities for engagement with users (eg. send me your pictures of Mediterranean style).



7 Cracheur d'Or (Golden Spitter Contest)

Info

When? November 2011
 Where? Salon de Paris
 Who? Vignerons Indépendants de France

Description of the activity

The Independent Wine Growers of France decided to promote moderation in a playful and original way.

The "Golden Spitter Contest" –contest of the best spitter – is organised every year during the biggest Wine Fair in Paris (more than 150.000 visitors). As spitting is necessary for a quality tasting, this contest gave the opportunity to professionals and consumers to get rid of their stereotypes and complexes about wine tasting.



The winegrowers teach the visitors how to spit and to explore the wealth of the quality wines that they produce without exceeding moderation guidelines.

In addition to the spittoons, breathalyser tests are available on every stand (1.000 exponents, 140.000 visitors) and the message of moderation is displayed.

8 Pilot project on WIM website address labelling

Info

When? Starting June 2012
 Where? In all EU (except France) - Evaluation (Spain, Belgium, Sweden)
 Who? WIM Aisbl and the Ambassadors Companies Moët Hennessy and its brands and Pernod Ricard Wine affiliates - Pernod Ricard Winemakers Spain & Mumm & Perrier Jouët
 Target-audience? Consumers in general

Description of the activity

Launched in June 2012, the objective of this pilot project is to evaluate the impact of the voluntary labelling of the Wine in Moderation WIM logo and website address on raising consumer awareness & significance of the WIM message and creating a link with a comprehensive source of information on wine, health and social aspects, thus the WIM website.

The Ambassador Companies will carry the message of moderation where consumers are, making the WIM logo visible in bar, restaurants and retailers. The assessment will be conducted by the third Body Wine Intelligence and will take place from June 2012 to March 2014. The survey will take place in 3 countries (Spain, Belgium and Sweden) out of the 26 countries in Europe where the products with the WIM logo/web-address have been placed and will be conducted in 2 waves, with the participation of 3000 respondents/per wave. It will measure overall WIM awareness and consumer knowledge of moderate and responsible drinking. In addition to the survey, an on-line poll has also been created to identify and measure WIM website traffic sources, such as the labels.

CLOUDY BAY® MARLBOROUGH PINOT NOIR 2009

The Cloudy Bay vineyards are located in the Marlborough region, at the northern end of New Zealand's South Island. Grown under ideal conditions, the vines produce intensely flavoured fruit with distinctive varietal character. This is a complex, medium bodied wine with savoury flavours and a ripe supple palate.

www.cloudybay.co.nz

WINE OF NEW ZEALAND

PRODUCED AND BOTTLED BY
 CLOUDY BAY VINEYARDS LTD., BLENHEIM, NEW ZEALAND.

IMPORTED IN UK BY: MOËT HENNESSY UK LIMITED,
 13 GROSVENOR CRES., LONDON SW1X 7EE, UK.

OR IN REST OF EUROPE BY: MHCS,
 9 AVENUE DE CHAMPAGNE, BP30222, 51207 EPERNAY CEDEX, FRANCE.

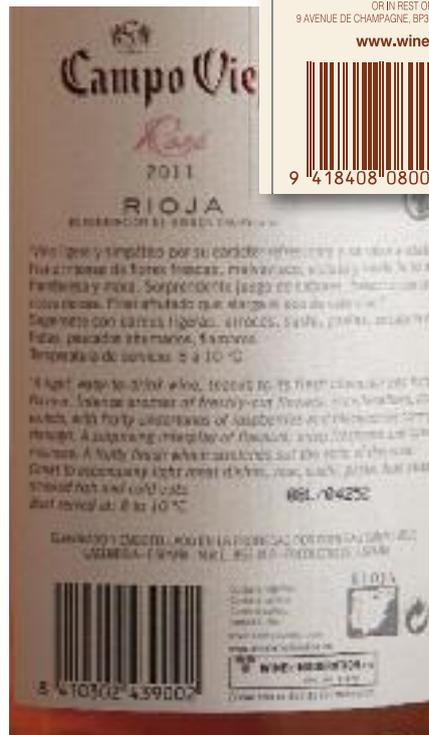
www.wineinmoderation.eu



9 418408 080011

750mL
 14.0% vol.

Contains Sulphites/
 Contient Des Sulfites
 (SO2) Enthält Sulfite



7.2 INCREASING KNOWLEDGE

1 LDV - VET Art de Vivre Partnership

Info

When? July 2012 - July 2014

Where? Belgium, Spain, Greece, Italy, Germany, France, Croatia

Who? WIM, FEV, PENO, PANEPO, DWA, V&S, CCE, University of Split, UIV

Project cost: € 180,000

Description of the activity

The VET-Art de Vivre partnership, launched in August 2012, is a European funded project under the Leonardo da Vinci partnership programme, with a two years' duration and with a focus on the vocational and professional education in the area of wine, health and social aspects.

VET-Art de Vivre brings together 9 different actors from 7 countries of both the wider wine value chain and the Vocational Education and Training (VET) area to work towards identifying market and training needs and develop common approaches in the area of wine, health

and social aspects establishing new working links and improving the quality of collaboration and professional education offer.

The partnership is mapping both informal & formal VET innovative ways, approaches, methodologies and will gather the results of this mapping in a database (DB) of good practices to support corresponding TNA & ECVET recommendation. A Market Training Needs Analysis Report will be produced, together with a concrete proposals for the respective training of 3 key vocations (Sommelier, Oenologist, Physician), based on the standards set by European Qualification Framework and the European Credit System in VET. All results will be publically available making a significant contribution in the dialogue for professional education on wine, health and responsible drinking.



2 WIM as part of the professional training curriculum

Info

When? 2008 - Ongoing
 Where? Germany
 Who? DWA
 Target -audience? Wine related professionals

Description of the activity

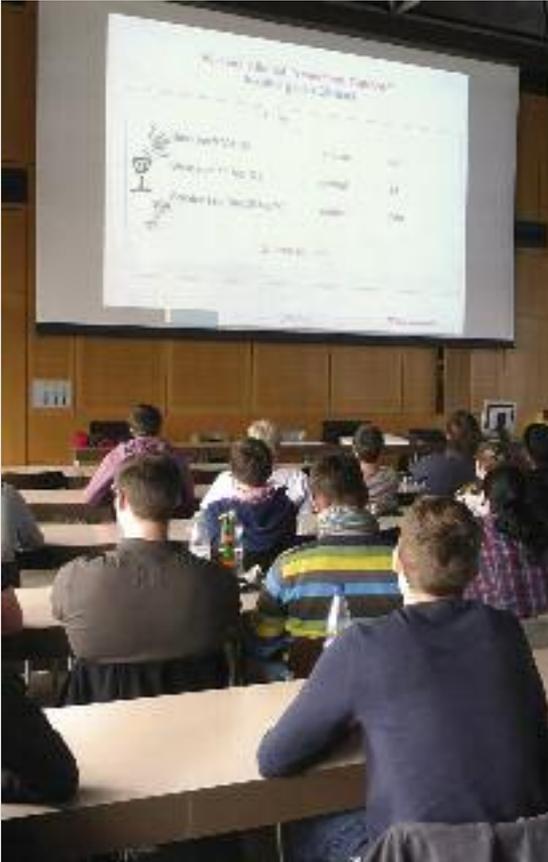
As part of the Art de Vivre "life-skills" education pillar of WIM, the DWA developed its own training programme and tools for one-day seminars in wine-related Vocational Education and Training establishments. The training programme includes 4 sections:

- WIM programme, alcohol policy and legal framework;
- Health effects of wine & other alcoholic beverages;
- Alcohol metabolism, drinking patterns and risks of excessive consumption;
- Conclusions: guidelines for responsible wine consumption.

Following the very impressive results of this training activity during its first period 2008-2010, the programme was sustained and further developed. During 2011-2013, more than 62 training seminars were delivered to all 15 wine-related professionals & sommelier schools as well as universities reaching more than 2000 students who act as multipliers of the WIM message for the entire sector and for the benefit of the general public.

The Deutsche Weinakademie has developed an evaluation tool to assess the impact of its training module: each student participating in the training seminar fills in a questionnaire before and after the training, to assess their level of knowledge and the effectiveness of the programme. In addition, another random assessment is carried out one year after the training.

The results of the first 3 year pilot phase evaluation show a considerable increase in knowledge among seminar participants. This is the reason why the WIM seminar developed by DWA is now part of the training curriculum the wine related professional schools.



3 Moët Hennessy – Responsible Consumption Training

Info

Project Name: MH Training on Responsible Consumption
When? June 2012 – August 2013
Where? Around the world
Who? Moët Hennessy employees
Project cost: about € 200,000
Target – audience: MH employees

Description of the activity

Moët Hennessy designed a training on Responsible Consumption for its 6.500 employees around the globe (about 4,000 in Europe). This training, which had already reached 1,221 people in March 2013 in Europe only, is fully aligned with the objectives of Wine in Moderation as it focuses on providing responsible drinking guidelines, raising awareness of employees on the dangers of drinking and driving and the social and medical impact of an inappropriate consumption of alcohol. This training also allows for discussions around “best practices”. At the end of the training, employees endorse the Moët Hennessy Commitment for Responsible Consumption. Wine in Moderation is mentioned during the training as one of the major associations to which Moët Hennessy is affiliated in the field of social aspects of alcohol.

4 Pernod Ricard Wine Affiliates’ Responsib’ALL Day

Info

When? Every year
Where? Worldwide
Who? Pernod Ricard
Target – audience: Pernod Ricard employees & external stakeholders



5 WIM Training - Structured Approach for Professionals and General Public

Info

When? 2012
Where? City of Porto
Who? AEVP
Target -audience? Professionals of the wine value chain, general public

Description of the activity

Elaboration of 300 Training Kits for the Portuguese members of the Wine in Moderation Programme. This Kit encloses a 59-pages Brochure as well as a pen-drive (memory stick) containing relevant information to help members implement the WIM Programme. 130 companies have already been reached by this activity with a total cost so far of 6,000 €.

All the while elaborating a training kit for all Portuguese members of the Wine in Moderation Programme, AEVP has developed a Pedagogical Centre of the Port and Douro Wines and the Wine in Moderation Programme in the warehouses adjacent to its headquarters. The goal

of the Centre, inaugurated in January 2013, and which primarily targets students, is to complement the services offered by the Visit Centres of the Port Wine Cellars (www.cavesvinhodoporto.com) and to provide simple and quality information about Port Wine and the Wine in Moderation Programme. From videos, to posters and the visit of wine cellars, the visitor is offered the occasion to travel through the history of Port Wine and the Wine in Moderation Programme. At the end of the circuit, several interactive games (quiz & WII: one about Port Wine, and another about the Wine in Moderation Programme) are available for the visitor to test the knowledge he has acquired during the visit.

ACIBEV on the other hand has organised several conferences in 2012 among which: "A Sustainable Future with Moderate Wine Consumption" and "Business communication: Self-regulation or legislation?" promoting the WIM programme while raising awareness knowledge and significance over the issues of wine, health and social aspects and the WIM pillars.

6 “Be prepared to speak with your children about alcohol”

Description of the activity

Responsib'ALL Day is organised by Pernod Ricard every spring. During this day, all 19 000 Pernod Ricard employees stop their activities and dedicate their day to CSR and more particularly to responsible consumption. It is the opportunity to ensure same levels of awareness from staff from one country to the next, highlighting yearlong activities and best practices, as well as the opportunity for each employee to participate in concrete actions on responsible consumption among which WIM. Specific topics such as drinking & driving, alcohol and youth, strengthening codes of conducts, and Pernod Ricard's five commitments (reducing underage drinking, reducing drinking and driving, strengthening and expanding marketing codes of practice, providing consumer information and developing responsible product innovations, and enlisting the support of retailers to reduce harmful drinking) have been addressed.



Info

When? May-June 2012

Where? Porto Pires de Lima School

Who? (organiser): Sogrape Vinhos Public Institutional Relations

Project cost: €3,000

Target - audience? Parent Teacher Association.

Description of the activity

In conjunction with the Porto Municipal School Department and the Parent Teacher Association of the Pires de Lima School in Oporto, Sogrape Vinhos organised a series of three seminars on how to “Be prepared to speak with your children about alcohol”.

The Nutrition School of the University of Oporto cooperated with the project and the result was a 10 point Charter of how parents can support their children in relation to alcohol.

This project, which served as a pilot for future use by other PTAs, reached approximately 80 people. A four colour brochure “How to Speak with your Children about alcohol” was translated and published in Portuguese and was distributed to all participants (and on a wider basis). Dr. Nuno Borges of the Nutrition School at the University of Porto, a well-known expert in the field was involved in the project.

7 Vino e Giovani

Info

Where? Italy

Who?: UIV

Target – audience? Young General Public

Description of the activity

The "Vino e Giovani" project of the Ministry of Agriculture, Food and Forestry, in collaboration with the Regions and the Universities, was entrusted to Enoteca Italiana, and is now at its fourth edition, marked first by the slogan "bevi poco per bere bene" or "drink little to drink well", "per Bacco, guys!" and the current "Art de Vivre". 2003-2005 and 2008-2011 involved about twenty-five thousand young people under the age of thirty in sixteen Italian universities and over sixty-two thousand contacts on the web.



The message communicated to these young people includes positive consumer awareness and supports moderate wine consumption by presenting wine in a new dimension. Wine represents indeed hidden history, tradition, culture of places, food and products of the territories, as well as relations between people. The project "Vino e Giovani", considers wine as a subject of study, and offers to discover wine under new "formats", for example: communication-oriented training purposes, based on a programme widely experienced in universities and articulated in conferences, free tastings and tours, moments of entertainment, with the involvement of personalities active in the world of music and entertainment.

7.3 SELF REGULATION

1 Implementation of Self-Regulation in Spain

Info

When? 2009-...

Where? Spain

Who? Autocontrol, FEV and all WIM program members

Target - audience? Consumers in general

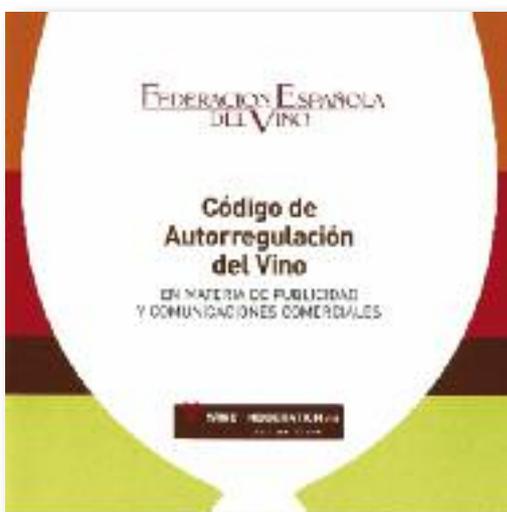
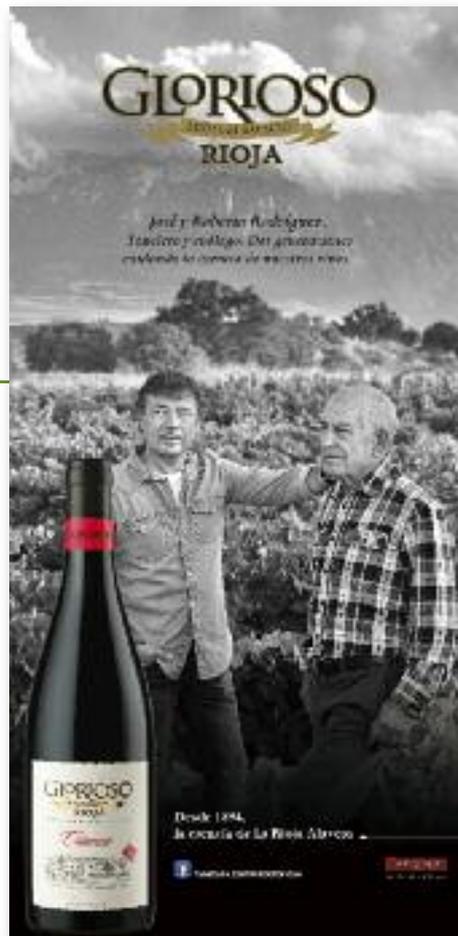
Description of the activity

On January 1st 2009 the "Self-regulation Wine Code" came into force in Spain in order to follow the implementation of the European Wine Communication Standards (WCS).

The application of the code is mandatory for all FEV company members, as well as companies and entities who wish to follow them. All companies that undersign the WCS, adhere to the values and principle of the standard and bear the WIM logo and message in all of their commercial communication.

The verification and external control to guarantee the agreed measures has been entrusted to "AUTOCONTROL de la Publicidad", the national organisation in Spain in charge of self-regulation in advertising.

Today, nearly 1.000 companies within the wine business fully apply and respect the Self-Regulation Wine Code in Spain, and the impacts of the WIM message can be counted per millions.



2 Self-Regulation by Sogrape Vinhos

Info

When? 2012
 Where? All commercial communication
 Who? Sogrape Vinhos Marketing
 Project cost: est. € 100,000
 Target - audience? Consumers in general

Description of the activity

Sogrape Vinhos has implemented the WIM Self-regulation code in conjunction with the APAN Code of Good Practices in Alcohol Communication in all of its communication and promotional material, resulting in the inclusion of the WIM logo and the authorised Responsible Drinking Message in all commercial communication. This is estimated to have made over 15 Million impacts during 2011-12.

In addition to this in Portugal, Sogrape applies a Code of Good Commercial Practices covering Sales and Marketing by the national distribution company.



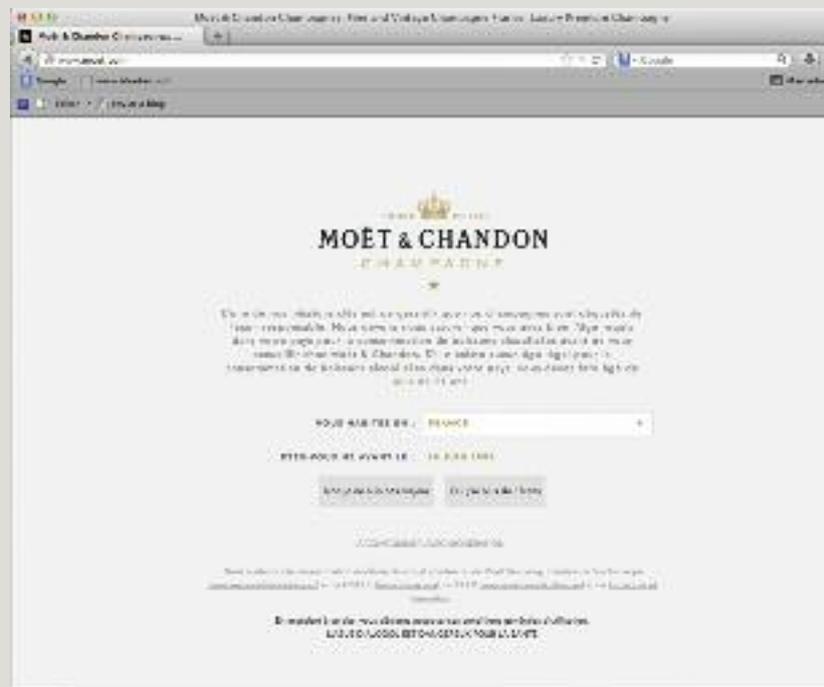
3 WIM website available on Moët Hennessy brand's website /direct pop up to WIM

Info

When? all year long
 Where? On Moët Hennessy's brands' websites
 Who? Moët Hennessy brands
 Target - audience? Consumers in general

Description of the activity

In order to visit any of Moët Hennessy's brands' webpages, visitors from all over the world have to go through the age-gating page, to discourage underage people from accessing the website content. This page also bears the Wine in Moderation Message. Moreover, if the age condition is not fulfilled, visitors in the EU are immediately redirected to the WIM webpage. This way, Moët Hennessy has triggered more than 53.000 connections to the WIM website. This is therefore considered a very good way to raise awareness about the Wine in Moderation – Art de Vivre programme.



7.4 WINE INFORMATION COUNCIL

1 New WIC website

Info

When? 2012
 Who? WIC - WIM Aisbl
 Project cost: € 6,000

Description of the activity

The Wine Information Council (WIC) is one of the three pillars of the WIM programme. WIC acts as the focal point of credible scientists and research centres on health, social and cultural aspects of wine drinking, committed to promote moderation and responsibility in the consumption of wines.

The Wine Information Council was established in response to the need for broader dissemination of research on the health, social and cultural aspects of wine drinking in Europe.

To fulfil this objective, WIC maintains a web portal with a comprehensive on-line database communicating objective and unbiased science evidence-based information and organises scientific events. Taking into account the growing needs of the WIM programme and demand to optimise tools, WIM Aisbl, supported by the WIC scientific advisory group, has undertaken a recent exercise to refresh and update the WIC Communication tools.

The restructuring of the WIC website supports the development and the communication of WIC activities and increases their impact among professional and larger audiences.

The new <http://www.wineinformationcouncil.eu> website was delivered in the first quarter of 2013 and today all WIC stakeholders can use the WIC website to access evidence-based information and keep abreast of the latest wine, health and social news.



76

2 Second Wine Information Council Second Scientific Conference: “Wine in Moderation: from Science to Art de Vivre”

Info

When? November 27, 2013

Where? Brussels, Belgium

Who? WIC – WIM Aisbl, Deutsche Weinakademie, Vin et Société

Project cost: € 26,000

Description of the activity

Following the success of the inaugural conference held in 2009, the Wine Information Council decided to organise a second conference: “Wine in Moderation: from Science to Art de Vivre”. The purpose of the conference was twofold:

- to explore the current scientific evidence on patterns of wine consumption compatible with a healthy lifestyle; and
- to better understand the challenges around the definition of responsible drinking and their consistent communication to consumers in order to effectively promote the adoption of low-risk patterns in real life, while taking into account the diversity of cultural and social aspects of wine consumption.

More than 100 international experts attended the conference which was supported by Wine in Moderation-Art de Vivre, under the high patronage of the International Organisation of Vine and Wine and with the support of the Deutsche Weinakademie and Vin et Société.



3 WIM at Wine Health 2013 Conference

Info

When? July 18-20, 2013

Where? Sydney, Australia

Who? The Australian Wine Research Institute

Target - audience? Professionals of the Wine value chain and Scientists.

Description of the activity

In July 2013, the Wine Health Conference took place in Sydney, Australia and gathered world experts to present and exchange the latest scientific evidence on the impact of wine consumption on human health, providing an insight in the biological mechanisms involved. Sociological outcomes of the use and abuse of wine and, consequently, public health priorities were presented. This important congress which takes place every three years also provided an opportunity to introduce the Wine in Moderation initiative to an important number of experts from around the globe.

Specifically, successes of the Wine in Moderation-Art de Vivre Programme (WIM) in Germany, including the implementation in professional schools, was presented to the participating researchers by Ms. Ursula Fradera from the Deutsche Weinakademie. Ms. Fradera detailed the critical success factor for training young wine



professionals being the balanced and evidenced-based scientific information (from the Wine Information Council Scientific database).

This recognition of the WIM programme in Sydney was not confined to the Wine Health 2013 Conference, it also extended to the 15th Australian Wine Industry Technical Conference that welcomed more than 1000 international wine industry participants. During a workshop, U. Fradera explained the details of the programme and gave examples of the various implementations in the 13 participating countries. WIM was warmly welcomed by many personalities from the wine sector, Australian winemarkers among others were impressed with the idea of WIM and many scientists expressed a keen interest in WIM especially those coming from the United States.

All in all, the conference offered great opportunities for international collaborations with the key scientists in the field of wine and health, learn about the latest research results and provide direction for new research efforts, all of which can contribute to the evidence base for public policy.



4 WIM presentation at the OIV Congress

Info

When? June 18-22, 2012
Where? Izmir, Turkey
Who? OIV
Project cost: € 4,652
Target - audience? Professionals of the wine value-chain and scientists

Description of the activity

The OIV Scientific Congress offered the opportunity to introduce the Wine in Moderation initiative to international delegates and experts.

Ms Fradera (*WINE in MODERATION – more than social responsibility*) presented the objectives of the WIM movement and commented on the opportunities for education and knowledge provision to promote

moderate, responsible wine consumption and, in turn, act as a catalyst for the cultural change needed to reduce alcohol-related harm.

Dr. C. Stein-Hammer (*WINE in MODERATION – National implementation of the European programme with the example of Germany*) presented information on how the WIM initiative was implemented and evaluated in Germany. She concluded with the evaluation results of the work done noting the significant increase in knowledge among the programme participants, evident even one year after the seminar.

After the presentations, representatives from several countries expressed interest in joining the WIM initiative.

Approximately 650 individuals considered as multipliers were reached through this activity, and 100 WIM flyers were distributed.

5 The role of wine in prevention – from a medical perspective and a sociological perspective

Info

When? September 27, 2012
Where? National Prevention Congress, Dresden
Who? DWA
Project cost: € 6,150
Target - audience? Physicians and health professionals as high quality multipliers for the general consumers.

Description of the activity

Through scientific symposia, the Deutsche Weinakademie informs physicians and other health professionals (high profile multipliers) about “Wine, health and social aspects”. This professional group was purposely chosen by DWA as the primary target group noting their scientific background, abilities to understand and evaluate the research data and translate this data for their patients (consumers) informing them of the benefits and risks of wine consumption.

Prof. N. Worm, a well-known scientist, explained that, according to the latest scientific evidence, moderate wine/alcohol consumption significantly reduces the risk of the metabolic syndrome, diabetes and lowers cardiovascular and total mortality rates. He concluded that, based on these results, moderate wine consumption can be part of a healthy lifestyle.

Psychologist Dr. W. Settertobulte, a well-known opinion leader, presented data, which show that even though the alcohol intake of young people is decreasing, the age of the first drink is lower than ever before and a binge-

drinking pattern of mostly spirits is predominant. The main objective of young people is to get drunk. Based on this evidence, he explained that prevention strategies are evolving, away from not drinking any alcohol at all to strategies promoting a responsible and safe use. Such strategies are more realistic for the target group and increase the credibility of alcohol prevention strategies.

The combination of speakers – one with a medical and the other with a sociological background – was quite unique and the 60 health professionals present at the workshop engaged in an animated discussion.

Leaflets and brochures were disseminated, and the symposium received broad press coverage (1491 media contacts, article in AIM newsletter, TV interview with Prof. Worm, WIC newsletter, VINOMED and Der Tagesspiegel).



BUILDING PARTNERSHIPS

7.5

1 WIM & RECEVIN

Info

When? May 2014

Where? Porto, Portugal - EU wide

Who? WIM & RECEVIN

Description of the partnership agreement

RECEVIN, the European Network of Wine Cities, has joined forces with WIM Aisbl to curb alcohol-related harm at the same time as preserving the millennia-old heritage and culture of wine. The main objective of the partnership agreement, signed in Porto between the two European associations is for members of RECEVIN (European wine cities) to establish partnerships, on a voluntary basis, at national / local level with the respective national WIM Members (e.g. national wine associations; WIM Ambassador Companies) and work together with consumers to establish moderation as a trend and responsibility as a culture, safeguarding the important role of wine in our European Wine Regions.



79

2 WIM & HOTREC

Info

When? May 2012

Where? Brussels - EU wide

Who? WIM & HOTREC

Description of the partnership agreement

A Memorandum of Understanding between HOTREC and Wine in Moderation was signed to motivate and facilitate members of HOTREC, to establish partnerships at the national and local level with representatives of the WIM programme. Areas of co-operation will be identified and the partnerships will work to promote responsible drinking among professionals and consumers.

By signing this partnership agreement, both associations have strengthened the implementation of their commitments towards the European Alcohol and Health Forum (EAHF).



In 2012, building on the already-successful collaboration of FEV and FEHR, the relevant Spanish associations, the MoU brought together the relevant associations from Portugal, Belgium and France to explore possible opportunities for collaboration and the joint-development of activities to promote responsibility and moderation to broader audiences.

At the conclusion of the 4th WIM conference organised in Lisbon, Portugal by ACIBEV, a protocol to develop a responsible service programme for HORECA was signed between WIM (represented by ACIBEV) and APHORT (member of HOTREC).

3 WIM & Friends of Glass: Pass the bottle

Info

When? September 2011

Where? Brussels - EU wide

Who? WIM & Friends of Glass

Description of the partnership action

In 2011, with the aim to introduce the WIM message to the wine value-chain, WIM signed a MoU with Friends of Glass.

As part of the WIM partnership with FEVE and Friends of Glass (FoG), WIM has supported the FoG's Facebook recycling game called "Pass the Bottle". This campaign uses a Facebook game to bring people together to play and learn about environmental and social responsibility in a light-hearted and rewarding way and the "Wine in

Moderation, Art de Vivre" message was featured in the campaign to spread the word about drinking responsibly. The message was seen by thousands of visitors through the use of online and offline tools. In addition, WIM and FOG have engraved more than 200 glasses with their logos that shows a measurement of alcohol that is considered to signify "moderate consumption".

In 2013, as part of the second year anniversary celebration of Wine in Moderation-Art de Vivre (WIM) Aisbl, the association organised its annual event at the Museum of Musical Instruments (MIM) in Brussels on 26 November 2013. For this second anniversary celebration, WIM was proud to have the support of the European Container Glass Federation - FEVE and the consumer platform Friends of Glass.

4 WIM and Euro-Toques: an Alliance between Gastronomy and Wine

Info

When? 11 October 2011

Where? Brussels – European Committee of the Regions

Who? WIM & Euro-Toques

Description of the activity

Repeating the successes of 2007 and 2008, the official reception of the Open Days was organised by Euro-Toques, the European Community of Cooks. It was held at the Head Office of the Committee of the Regions, in Brussels, on 11 October and offered an opportunity for chefs to promote quality, artisanal, local and traditional food products.

Euro-Toques and the Comité Européen des Entreprises Vins (CEEV), which represents the wineries and wine business of the European Union, worked in collaboration to enhance the European culinary heritage message and an understanding of the quality and diversity of the European cuisines. While top Euro-Toques chefs developed specialties from their respective countries, CEEV provided quality wines from thirteen regions of six countries, matching each of the menus proposed by the chefs. The reception was also the chance to present the "Wine in Moderation, Art de Vivre" Programme, underscoring how our gastronomy and our wines, when enjoyed responsibly, are an integral part of the European life and culture.





www.friendsofglass.com



5 ViniPortugal - Sogrape Vinhos: "Vinho a Copo!"

Info

When? May 2012

Where? Lisboa - Oporto

Who? Viniportugal & Sogrape



Description of the activity

"A Copo!" (Wine by the Glass), programme launched by ViniPortugal (the national wine promotion agency) in Lisbon and Porto, allows consumers to choose the style of wine they want to try, and drink it in the measure that is right for them, without being committed to ordering a full bottle when they would like just a glass. The programme facilitates and encourages consumers to drink responsibly and really enjoy the wine they have chosen.

Sogrape Vinhos cooperated with the national wine promotion agency – Viniportugal – in the "Wine by the Glass" events in Lisbon and Porto, sponsoring a team to distribute WIM information and offer voluntary breathalysers for people in restaurants and wine bars. The team invited consumers in restaurants and in the street to test their alcohol levels after tasting the wines they had selected while spreading the WIM message and raising awareness on the risks of abusive consumption of alcoholic beverages.

Approximately 400 people were reached and 500 WIM leaflets were handed out. This activity was reported in the Press by "Revista do Vinho", Portugal's leading wine magazine.



vini  portugal
viniportugal.pt

8 | EVALUATION & DISSEMINATION

8.1 | EVALUATION: IMPACT AND OUTCOMES

The growth of the WIM programme and actions coupled with the growing need of the public and our stakeholders to measure results and outcomes, lead us to increase accountability efforts and more comprehensively evaluate the impact of our actions.

During this commitment period three evaluation surveys were launched:

I. Evaluation of the WIM Campaign - Pilot Project WIM logo/web-address voluntary labelling. (Spain, Belgium, Sweden)

In 2012, WIM Aisbl commissioned Wine Intelligence to conduct consumer surveys in Spain, Belgium and Sweden to evaluate the Wine in Moderation - Art de Vivre campaign including the Pilot Project of voluntarily placing the WIM logo/website address on wine labels by two WIM Ambassador Companies.

The Research objectives included:

1. Measurement of consumer drinking behavior;
2. Comparison of existing perceptions of moderate and excessive alcohol consumption;
3. Measurement of awareness/effectiveness of WIM activities;
4. Establishment of a baseline and initial tracking wave to see what, if any, change is occurring in any of these measures.

II. Evaluation of the "Quien Sabe Beber, Sabe Vivir" Campaign (Spain)

In the frame of the campaign (2012-2014) an evaluation survey with eye-tracking assessment and on-line interviews have been conducted by the independent organisation body Milward-Brow to measure the impact of the advertising campaign. Three annual surveys are planned in total during the life of the campaign, and the results will guide large WIM campaigns in other countries.

III. Evaluation of the DWA Professional Education Programme (Germany)

The evaluation of DWA's WIM training offer in Germany (2010-2011) was continued over the period 2012-2013. Approximately 800 students from seven Professionals Schools participated annually, by answering the same questionnaire on three occasions (before seminar, just after seminar and ~1year later). This mechanism aims to better measure the knowledge gained and the education impact over time. The results are analysed by an external evaluator (for the period 2012-2013 – Green Monday)

Evaluation of the WIM Campaign - Pilot Project WIM logo/web-address voluntary labelling. (Spain, Belgium, Sweden)

The research was carried out in Spain in October 2012, and a follow up wave was conducted in October 2013. In Sweden and Belgium, the initial wave of data was collected in March 2013, and the follow up wave was collected in March 2014. Research was conducted by way of an online survey using Wine Intelligence's Vinitrac omnibus survey platform. Sample sizes were as follows:

COUNTRY	1 st wave	2 nd wave
Spain	1,060 (Oct 2012)	1,012 (Oct 2013)
Belgium	1,192 (March 2013)	1,207 (March 2014)
Sweden	1,003 (March 2013)	1,046 (March 2014)

Sampling was controlled using a quota on gender, age and region of residence which reflected the profile of the wine drinking in the given markets based on calibration surveys of wine drinking among all adults.

The traffic sources of the WIM website (incl. labelling) were measured with an on-line poll in the website from

November 2012 to December 2013 with 13,621 responses and Google analytics. The responses were controlled with "cookies" to avoid respondents replying more than once. The results of both mechanisms were evaluated by Wine Intelligence.

Awareness and understanding of Wine in Moderation - Art de Vivre (WIM)) campaign

One of the purposes of the study was to measure awareness of the Wine in Moderation-Art de Vivre (WIM) campaign, to understand how that awareness came about and to determine the nature and reason for visitor traffic to the Wine in Moderation – Art de Vivre website (wineinmoderation.eu).

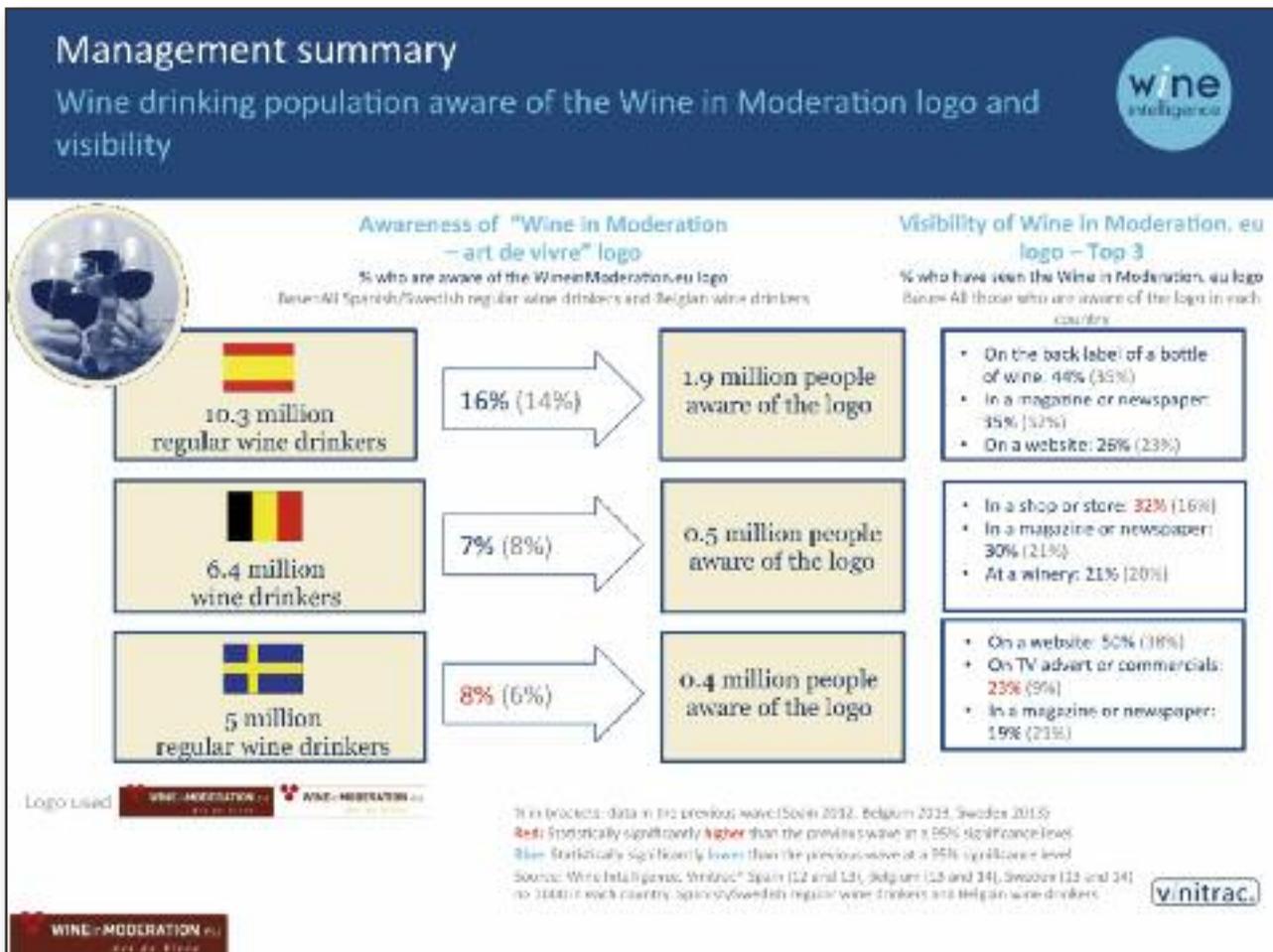
Awareness levels of WIM were highest in Spain, where in the 2013 survey, 16% of consumers stated that they were aware of the logo which was shown to them in the survey. This compares with 14% awareness in Spain using the same survey method in the 2012 survey. In Belgium, awareness was 7% in the 2014 survey (8% in 2013) and in Sweden 8% in 2014 (6% in 2013).

The methods by which respondents became aware of the WIM logo were different in each country. In Spain, it

was most likely to have been noticed on the back label of a bottle (44% of awares) or in a magazine (35%); in Belgium, respondents claimed to have seen it in a shop (32%) or in a magazine (30%); in Sweden, 50% said they saw the logo on a website.

Out of the Spanish individuals aware of the logo, around 21% had visited the www.wineinmoderation.eu website and 30% the "Quien sabe beber, sabe vivir" website (also part of the Spanish implementation of the Wine in Moderation- Art de Vivre Programme). In Belgium, 16% those with awareness of the logo claimed to have visited the website; while in Sweden the proportion climbed to 38%.

A separate survey, based on the website itself, asked respondents to state how they learned about the existence of www.wineinmoderation.eu. The data from this survey were also analysed showing that search engines, other websites and advertisements played a dominant role across all markets. Around 1 in 5 survey respondents in Sweden and Spain stated that they had been prompted to visit the website by information (WIM logo/website address) on a wine label, while word-of-mouth accounted for 9 and 18% of visits, depending on the country.



Support for the Wine In Moderation - Art De Vivre (WIM) Campaign

When questioned, more than three-quarters of those aware of the Wine in Moderation logo in Spain are supportive of the campaign. This percentage is lower in Belgium and Sweden (though it remains the top value statement). This may be correlated with the significantly lower level of WIM activity in these markets compared to Spain.

Behaviour change as a result of The Wine In Moderation-Art De Vivre (WIM) Campaign

Between 17% and 28% of the study participants in the three countries who were aware of the Wine in Moderation-Art de Vivre campaign responded that they had changed their wine drinking habits as a result of learning about the campaign. The highest proportion of individuals (28%) saying they changed their wine drinking habits was found in Spain. The lowest was in Belgium, with 17%. The proportions remained stable over the two waves of the study.

Conclusions

The evidence from the study suggests that basic drinking patterns do vary between countries. There is a significant variance between the stated drinking patterns of Spanish, Belgian and Swedish wine drinkers. In summary, Spanish drinkers tend to drink wine on more occasions in a typical month, but drink less per occasion than individuals in northern European countries.

The Wine in Moderation-Art de Vivre campaign has achieved a respectable level of awareness in Spain, where it has been running for a longer time, and with more intensity of action, than in the markets of Belgium and Sweden. The overwhelming majority of consumers who are aware of the campaign in Spain said they supported the aims of the campaign, while just under half of the individuals aware in Belgium and Sweden expressed their

support. While more data would need to be collected to validate the hypothesis fully, there seems to be an association between the length of time and intensity of the Wine in Moderation-Art de Vivre campaign and change in behaviour among those aware of the campaign. In Spain, the campaign appears to have had a meaningful impact on behaviour of approximately 4.5% of all Spanish wine consumers (16% awareness * 28% change in behaviour among awares), or approximately 500,000 consumers.

The website appeared to be a popular destination for those seeking knowledge about moderate drinking. The main traffic driver was search engine results, with some traffic also coming from other sites and from website address listings on bottles of wine.

Even though the survey provided a solid baseline and good reflection of current situation, it is difficult with only two waves, 12 months apart, to safely ascertain whether any trends are at work at this stage.

The segmentation method adopted by this paper will be reviewed as part of the evaluation process of this pilot project for Wine in Moderation-Art de Vivre. The data suggests that there are certain "at risk" groups, notably POPULATION 3 (EbMp)* and POPULATION 4 (EbEp)* which should be considered by future policy and information efforts. It may also become part of policy goals to increase the proportion of POPULATION 1 (MbMp)* whose behaviour and perceptions suggest that they are aligned with the philosophy and goals of the WIM programme.

Deutsche Weinakademie - Wine in Moderation – Art de Vivre Seminar in professional schools. German implementation of the European initiative 2012-2013.

Introduction

On behalf of the German wine sector, the European initiative WIM is implemented by the Deutsche Weinakademie. The focus is on educating wine professionals on moderate wine consumption. A Wine in Moderation - Art de Vivre seminar was developed and topics such as wine as part of a healthy lifestyle, responsible drinking patterns, metabolism of alcohol in the body, benefits of moderate wine consumption, risks of excessive and hazardous intake of alcoholic beverages as well as the wine-related legal framework are covered.

These half-day seminars contribute to the education of wine professionals and all wine-related German vocational schools (winemakers, cellar-men), sommelier schools of the chamber of commerce, technical schools (for viticulture) as well as one university participate. The current analysis includes the questionnaires from 22

**A further profiling exercise, using the entire dataset (ie both waves) was undertaken to analyse four different populations:*

POPULATION 1: Respondents with moderate wine drinking behaviour and whose perception of moderate wine consumption is within the guidelines set out by WIM (MbMp)

POPULATION 2: Respondents with moderate drinking behaviour, but whose perception of what constitutes moderate consumption is in excess of the WIM guidelines (MbEp)

POPULATION 3: Respondents with excessive drinking behaviour but whose perception of what constitutes moderate consumption is within the WIM guidelines (EbMp)

POPULATION 4: Respondents with excessive drinking behaviour, and whose perception of what constitutes moderate consumption is outside the WIM guidelines (EbEp)

seminars in 8 different professional schools during 2012 and 2013, which took place on 1 of their 2 mandatory project days during the school year. Before the start of each seminar, participants completed a questionnaire with 5 questions designed to assess their existing level of knowledge before the seminar (referred to as T1). Immediately after the seminar, the same questionnaire was completed again to reveal how much had been learned (T2). Approximately 6 months later, the students were asked to complete the same questionnaire again, to assess whether the knowledge had been retained (T3). The number of questionnaires analysed for the 3 sessions were: T1 - 445; T2 - 399; T3 - 254. Their analysis was carried out by an independent agency, GreenMonday, Netherlands.

Overview of the Results: Main conclusions

- Participation in the 'WIM-Art de Vivre seminar' increased participants' knowledge in all areas surveyed.
- The seminar contributed to a long-term improvement in the level of knowledge on the effects of alcoholic beverages intake.
- The seminar consolidated existing knowledge, and though there was some regression after one year, participants' knowledge on each topic remained greater than it had been prior to the seminar.
- The largest increase in knowledge was found in the following topics: *Definition of moderate wine consumption; benefits of moderate wine/alcoholic beverages consumption; risks of excessive consumption/misuse of alcoholic beverages.*
- A long-term effect (i.e. only a small decrease or even an increase in knowledge after one year) was found with regards to how long it takes for a blood alcohol level of 1 per mill to be metabolized in men and women: *Identifying who will have a higher blood alcohol concentration after consuming the same amount of alcohol; identifying particular individuals who should avoid alcoholic beverages, or situations in which wine or other alcoholic beverages should be avoided.*

DISSEMINATION

While the focus of WIM is the general public, the WIM programme acknowledges the benefit of broad dissemination of WIM programme results to stakeholders including international wine professionals, wider value-chain professionals, researchers/academics, policy & decision makers, authorities and media.

WIM programme results are also disseminated both through on and off-line tools and efforts.

WIM Aisbl submits reports (intermediate and the final) to the European Alcohol and Health Forum annually. This report is evaluated by the EC and made publically available on the EC's DG SANCO website.

In addition to the reports to the EAHF, the WIM Programme Implementation Reports provide in-depth, accessible information and in an illustrated way (infographics) in relation to the WIM commitment and results, facilitating reading to fully understand WIM's commitment and the achievements of the myriads WIM activities at international, national and local level. One thousand copies of the WIM programme implementation report 2011-2012, were printed and disseminated across over 20 countries. A distribution is planned for this current report. The report is also available for download in the new "Accountability" section of the WIM website www.wineinmoderation.eu

In addition, WIM members communicate the overall and national WIM implementation results through their annual reports, memos and intermediate reports. All WIM Members have embedded in their websites, links to the WIM website.

Results and important information of pillar-specific action are disseminated through dedicated websites namely the www.wineinformationcouncil.eu and the www.artdevivre-edu.eu for professional education.

Updated WIM Activities/news/results are also continuously communicated through press-releases, website(s), newsletters, social media platforms (LinkedIn) and are further taken up by media.

In parallel with the online tools and the publications, valuable dissemination activities are achieved through key message provision at key events including scientific, policy and marketing conferences and journals, Wine Expos, partnership launches, EAHF meetings, General Assemblies, Board Meetings and working groups that include the target audience and key actor.

The WIM Aisbl's November Annual Event and Spring General Assembly act as the programme's milestone that brings together all the key actors to discuss on the WIM results and plan future actions.

9 | END NOTE

It is always impressive to look back and realise how far your steps have taken you.

This report acts as a window to our three year journey and gives us the opportunity to share, our WIM - Art de Vivre stories and achievements with you. It gives us the opportunity to acknowledge the many individuals and organisations that have devoted their time and effort and contributed to the sustainability of our societies and the promotion of a healthy and modern lifestyle.

We are proud of the steps taken and the results achieved, but we recognise the many challenges yet in front of us.

Our experience and learning from the past makes us ready for our next advancements. We are committed to the continued development of partnerships, increasing impact and broader relevance on an international scale, with the WIM message becoming a recognised international reference point for the wine sector's commitment to social responsibility.

For these next steps, we welcome all those who support initiatives that seek to reduce harmful alcohol-related behaviours, at the same time as preserving the cultural, environmental and economic place of wine in our society. We look forward to new alliances with those who support wine in moderation and the art de vivre.



Published by: Wine in Moderation-Art de Vivre (WIM) Aisbl · Avenue des Arts, 43
B-1040 Bruxelles · Belgique/Belgium · www.wineinmoderation.eu
Contact: info@wineinmoderation.eu

Produced by: Manululu Comunicación · manululu@manululu.com
Direction: Manululu **Art direction:** Ideotas · ideotas@ideotas.com



Wine in Moderation - Art de Vivre (WIM) Aisbl

Avenue des Arts, 43
B-1040 Bruxelles (Belgique/Belgium)

www.wineinmoderation.eu
www.wineinformationcouncil.eu
info@wineinmoderation.eu

T. +32 (0)2 230 99 70
F. +32 (0)2 513 02 18