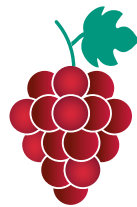




CHOOSE | SHARE | CARE



Wine in Moderation
Implementation
Report 2023



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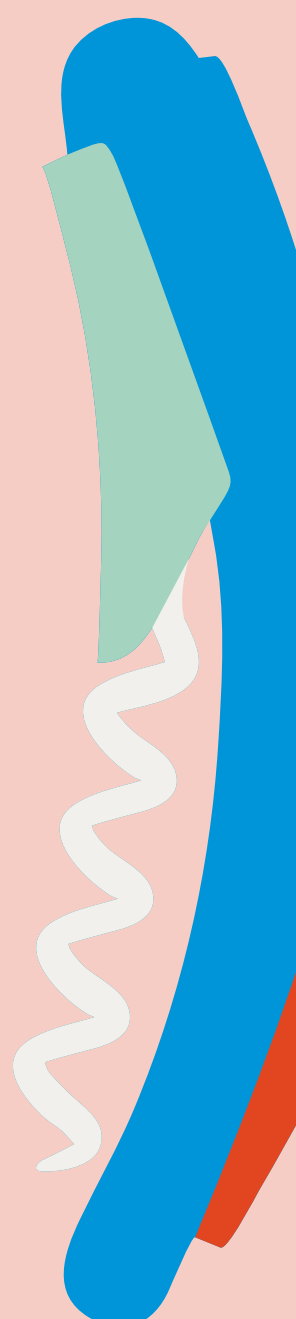
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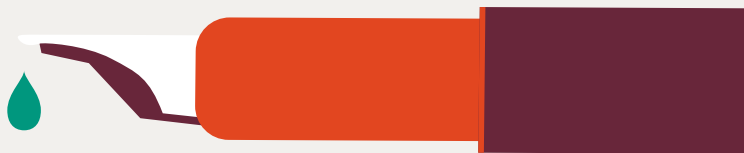


Foreword by the President

We are thrilled to present to you the annual report of Wine in Moderation for the year 2023: a year that proved challenging as we released a lot of important projects and campaigns. While we persist in our mission to encourage balanced lifestyles, responsible drinking habits, and the preservation of wine heritage, it is crucial that we continue to empower wine professionals around the world and to inform consumers who choose to enjoy our products to do so wisely. In this report, we present a comprehensive overview of our most notable accomplishments, advancements, and the proactive measures taken by our members throughout the year.

As you know, science has been at the heart of our programme since the very beginning as it is of the utmost importance to base everything we say or do on the latest available scientific evidence. We were therefore extremely happy to see the Wine Information Council organise the first-ever “Lifestyle, Diet, Wine and Health Congress” in collaboration with FIVIN, the Spanish Foundation for Wine and Nutrition Research. The Congress brought together more than thirty renowned scientists from around the world who enlightened participants about the latest research in the field of lifestyle, diet, wine and health: studying wine in a larger perspective. We are very excited to support the Wine Information Council for the organisation of the second congress which will take place in Rome from 26 to 28 March 2025.

I have mentioned before that I am a true believer in the importance of this Programme as it represents a collective effort within our sector, a proactive approach, and a deep understanding of the science behind our traditions, diets, lifestyles, and overall well-being. This continues to be the case and we were thrilled to launch in 2023 the first international Wine in Moderation Day that crystallises all the above and celebrates the importance of moderation in a modern campaign “The *greatest* wine. The one that you’ll remember.”



Education also remained an important part of our work, as we announced the new Wine in Moderation Responsible Service training at ProWein & Vinitaly which will soon be made available online to anyone interested.

Today we are proud to witness that the commitment of the sector continues to grow every day. Wine in Moderation keeps welcoming more and more actors from every level of the wine value chain, proving the timeless relevancy of our mission and our activities. In 2023, Wine in Moderation continued to take considerable steps to promote responsible and moderate wine consumption. I warmly invite you to read through this report which will give you a glimpse of the work that was achieved last year, and the motivation that guides our every action.

* **Sandro Sartor**
President of the WIM Association

A handwritten signature in black ink, appearing to read 'Sandro Sartor', with a long horizontal line extending from the end.





CHOOSE
SHARE
CARE

WHO WE ARE?

What is Wine in Moderation – our roots



A single **global message** to reduce harm and inspire moderation when drinking wine.



Tailored to **each culture and community** where it is introduced.




A social responsibility programme launched in 2008 by the European wine sector to demonstrate **social responsibility**, managed by the WiM Association.

Social sustainability

According to the World Commission on Environment and Development, *“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”*. While we often discuss environmental sustainability and economical sustainability, social sustainability is often left aside.

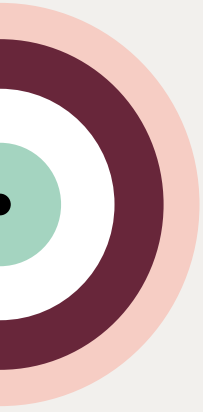
The United Nations Global Compact defines social sustainability as follows: *“Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company’s relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers, and local communities, and it is important to manage impacts proactively.”*

Bearing this in mind, the importance to focus on **social sustainability** has become clear for the wine sector and has been translated into the Wine in Moderation programme.



“Our Vision for a Sustainable Culture of Wine proves **the commitment of the wine sector** that cares for its customers and for its business in all aspects of sustainability.”





Our mission

To be the **social responsibility** programme of the wine sector, providing wine professionals with the information and tools to responsibly present wine, and inspiring consumers to fully enjoy wine and its culture in a healthy, positive, and convivial way. All our information is scientifically based. Science has had an important role in the Wine in Moderation programme since the very beginning.

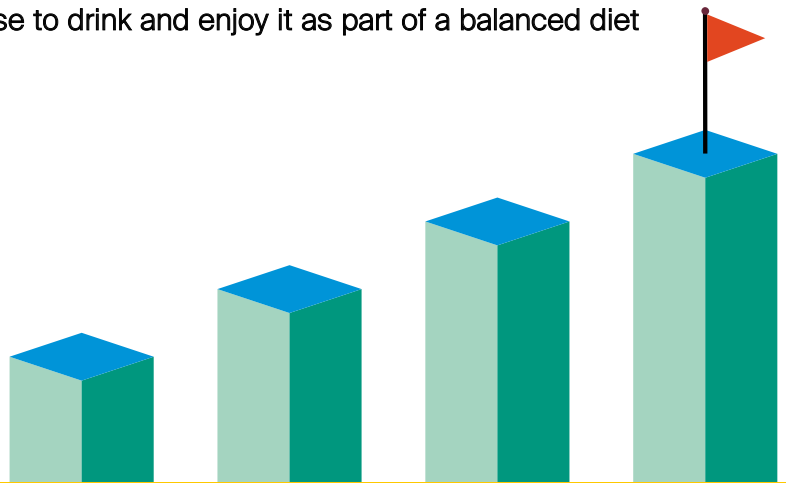


For more information about the latest scientific evidence on wine, health, and social aspects, visit the Wine Information Council website www.wineinformationcouncil.com



Our ambition

Become a movement, imparting respect for wine as a product of culture among people who choose to drink and enjoy it as part of a balanced diet and lifestyle.



Our vision

A sustainable culture of wine.



Our values



MODERATION & RESPONSIBILITY

We embrace moderation
and responsibility
in all our actions.



DIVERSITY

We respect and celebrate diversity.
We tailor our actions
to respect and address
cultural identities and needs.



PARTNERSHIP

We are friendly and open.
We build partnerships with
all relevant stakeholders
to reach common goals.



DEDICATION

We are passionate
and committed to make
a difference.



CREDIBILITY

We are led by scientific
evidence and we are accountable
for our actions, seeking
continuous improvement.



Our principles

* **A minority of people misuse alcoholic beverages.** This misuse can be damaging, not only to the consumers themselves, but also to the people around them. On the other hand, a responsible and moderate consumption of wine can be compatible with a balanced and healthy lifestyle.

* Wine is part of many lifestyles and cultures across the world and drinking patterns depend on local tradition, education, gender, age group and socio-economic factors. Therefore, when encouraging moderation, the needs of each population need to be taken into consideration and in any case **all efforts should be based on sound research, social and cultural aspects.**

* The wine value chain brings an invaluable social, cultural, agricultural, environmental, and economic contribution to regions and countries. **The representatives of the wine sector – in every region and at every step of the value chain – have an important role to play** when it comes to communicating about the value of moderation.

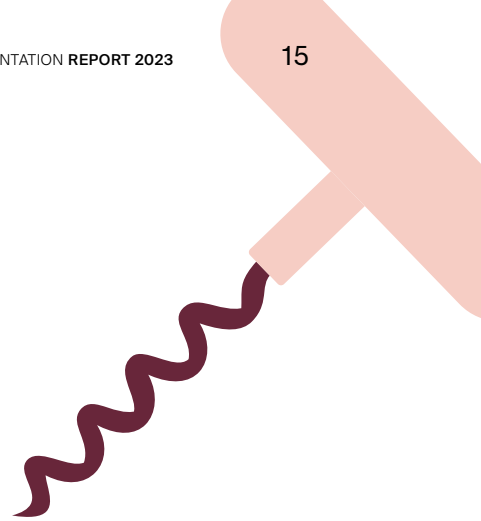
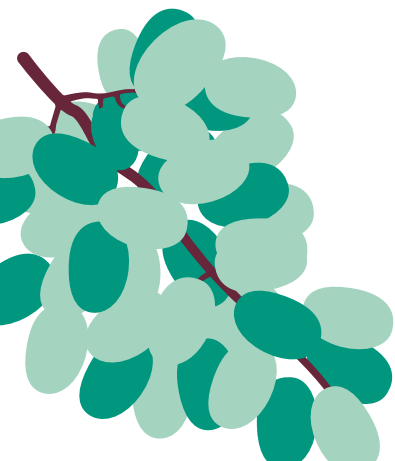
* Nonetheless, Wine in Moderation does not intend to promote or increase the consumption of wine, nor does it intend to encourage those who do not drink to start drinking. **Wine consumption should be avoided by certain groups such as underage individuals, during pregnancy and breastfeeding, when taking certain medications and when driving.** In case of any question about how to evaluate individual health risk, it is advised to consult a medical practitioner.



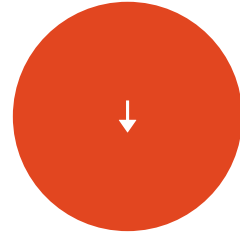
Our governance

We are a unique coalition of responsible wine organisations joined by universities, authorities, and wine consumers from around the world, that aim to promote well-being and a balanced lifestyle and safeguard the heritage of wine.

Wine in Moderation is an international and credible reference of **the wine sector's social responsibility**, developing a wealth of actions and campaigns to inspire the conscious enjoyment of wine.



How we are structured



After more than a decade of existence, it was decided to slightly review the structure of the WiM Association to **simplify it** and offer the possibility to a **larger variety of entities** linked to the wine value chain to join the movement and make a difference in the way people appreciate wine.

The main change concerns the former categories of Observers and Associated Partners which have been merged into one new category: **Partners**. This new category, which will welcome any enterprise, institution, professionals' association, etc. in the wine value chain, with a national or international reach, has been effective since 2022.



WIM ASSOCIATION

The WiM Association is the international association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation programme and expands its reach and impact throughout the world.

AMBASSADOR COMPANIES

Our Ambassador Companies are leading wine companies that support the efforts made at international and national level setting the example with their leadership in social responsibility and high contributions. They work in close collaboration with the national WiM coordinators and the WiM Association and play a critical role in the Wine in Moderation programme.

CEEV - Comité Européen des Entreprises Vins

Founding member of the WiM Association, the representative professional body of EU wine companies - CEEV is the creator and owner of the Wine in Moderation commitment.

PARTNERS

Partners are any enterprise, institution, professionals' association or grouping, social and economic stakeholder, industry or independent in the wine value chain. They can have national or international reach and will support the development of the Wine in Moderation programme accordingly.

NATIONAL COORDINATORS

In each country, there is one or more WiM National Coordinators that supports the planning, coordination, implementation, and accountability of the programme in their respective countries. Through their actions, they are the driving force and the contact point of the Programme in their countries or regions, spreading the message of Wine in Moderation.

WIM SUPPORTERS

WIM Supporters are all those entities that join the programme at national level and actively support Wine in Moderation under the guidance of the respective WiM National Coordinator in their countries.



Partners

NON-PROFIT ENTITIES

* **International non-profit associations**

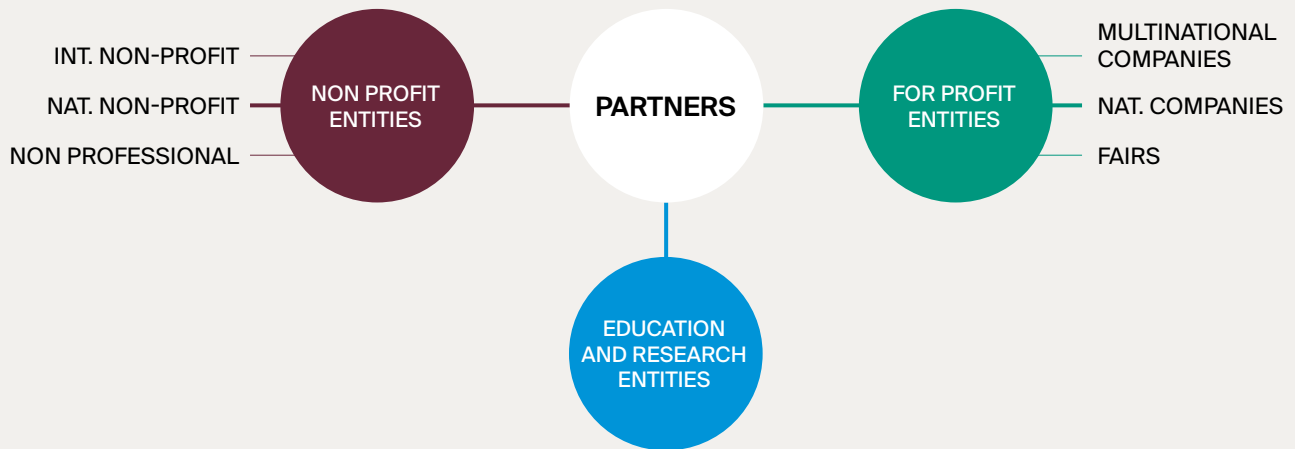
International associations linked to the wine value chain with whom the WiM Association has bilateral agreements to take punctual actions on a yearly basis.

* **National non-profit associations**

Any association that cannot or does not wish to join as National Coordinator, but that would like to have access to the full turn-key Programme, materials (adapted to the national situation and language), etc. can join as Partner as part of the national non-profit association category. This membership category does not have access to the main scientific information and does not grant the members the possibility to play a leading role in the strategic objectives and missions of the WiM Association.

* **Non-professional associations**

Any non-professional association that would like to join the WiM Association can do so under this category and show its commitment to the social responsibility movement of the wine sector by using the logo and tools during their events and in their communication.



EDUCATION AND RESEARCH ENTITIES

Any education entity or research association can join as Partner. We will work with these entities bilaterally and identify potential projects in which we can collaborate in order to help the programme grow and increase the visibility of our message wherever possible.

FOR-PROFIT ENTITIES

For-profit entities that are not active in the production of wine, but that are linked to the wine value chain, can join the WiM Association as Partners in this category.


**Multinational wine-
related companies**


**National wine-
related companies**


Fairs

Accountability

Since the launch of the Wine in Moderation programme, accountability has always been one of the main success factors. **Defining objectives, reviewing progress along the way and evaluating the effectiveness of our actions is essential** not only to improve performance and impact but also to build trust and inform our stakeholders about the important work carried out by the sector.

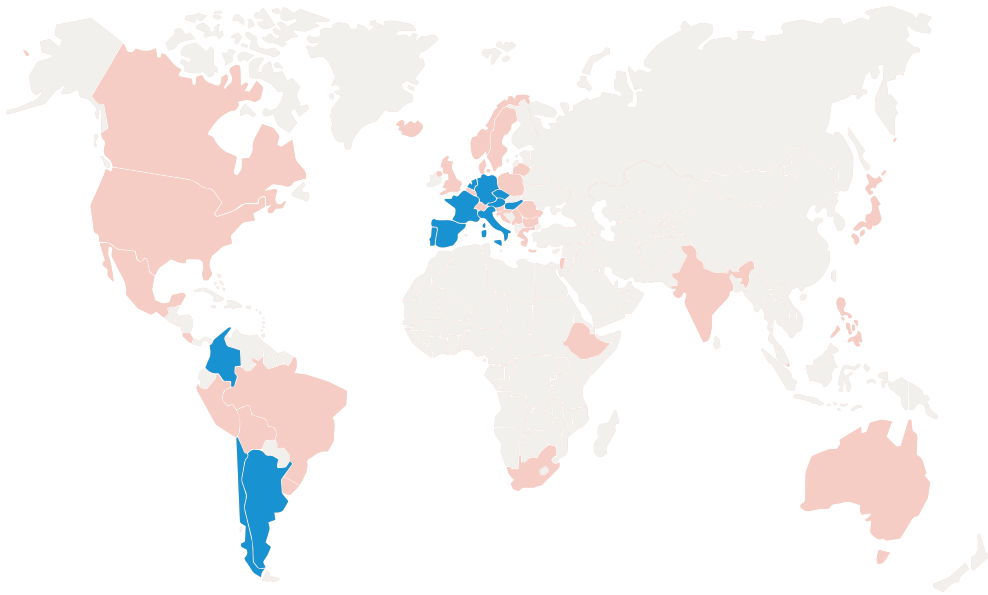
The Wine in Moderation annual report brings together the annual accumulative efforts made at national, European, and international level under the programme umbrella by all WiM Association members and other actors.

It is based on a set of Key Performance Indicators (KPIs), that measure both the investment and the results of our actions. With the support of its members, the WiM Association executes the reporting exercise on an annual basis through an on-line survey tool. Responses are assessed and interviews are organised in case of doubts. Restrictions/limitations do apply in such a wide reporting exercise in a fragmented agricultural (wine) sector. Reasonable care though is taken to secure the accuracy of the information received.





Wine in Moderation's reach



WiM National Coordinators

- Argentina: *Bodegas de Argentina*
- Austria: *Austrian Wine Academy*
- Chile: *Vinos de Chile*
- Colombia: *ASOVINOS*
- Czech Republic: *National Wine Centre*
- France: *Vin et Société*
- Germany: *Deutsche Weinakademie*
- Hungary: *The National Council of Wine Communities (HNT)*
- Italy: *UIV & FEDERVINI*
- Netherlands: *KVNW*
- Portugal: *ACIBEV & AEVP*
- Spain: *Federación Española del Vino*

Other countries reached

- | | |
|--------------|--|
| • Australia | • Luxemburg |
| • Belgium | • Mexico |
| • Bolivia | • Peru |
| • Brazil | • Philippines |
| • Bulgaria | • Poland |
| • Canada | • Romania |
| • Costa Rica | • Singapore |
| • Cyprus | • Slovenia |
| • Denmark | • South Africa |
| • Ethiopia | • Sweden |
| • Finland | • Switzerland |
| • Greece | • Ukraine |
| • Iceland | • United Kingdom of Great Britain and Northern Ireland |
| • India | • United States of America |
| • Israel | • Uruguay |
| • Japan | |
| • Lithuania | |



1

International Coordinator

WiM Association



5

Ambassador Companies

Mezzacorona · Moët Hennessy · Pernod Ricard · Ruffino · Sogrape



14

WiM National Coordinators

12 national programmes in Europe and South America and activities in more than 44 countries worldwide.



2.447

online* registrations of WiM Supporters

on 31/12/2023 from 43 countries around the world



22

Partners

ASI · CEVI · Copa Cogeca · EDOAO · F.I.C.B. · FEVE · FFVA · FIJEV · FIVIN · FVS · FUNDACIÓN DIETA MEDITERRÁNEA · HOTREC · INAVI · INSTITUTE OF MASTERS OF WINE · Munkänkarna · Messe Düsseldorf · RECEVIN · Sommelier school of Lithuania · Terroir Moselle · VINEXPO · Wine Law Program · WSET

Wine in Moderation is also:

Observer of two intergovernmental associations: the International Organisation of Vine and Wine & the United Nation's World Tourism Organisation



International Organisation of Vine and Wine
Intergovernmental Organisation



AFFILIATE MEMBER

*In some countries, such as Argentina, Portugal and Spain, there are additional entities that are part of the programme but have not yet registered online.

Associate of Alcohol in Moderation (AIM)



Member of the Sustainable Wine Roundtable

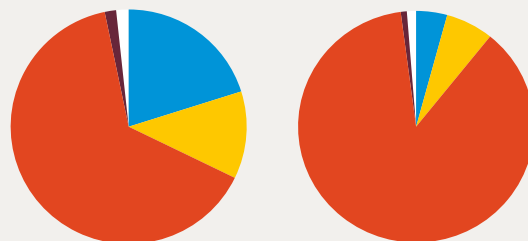


Key numbers

Wine in Moderation programme 2023 in numbers

MANAGEMENT RESOURCES	TOTAL 2011-2023	2023 TOTAL RESULTS
● Overall staff cost	8,951,467€	800,127 €
● Management - Coordination expenses	5,815,154€	757,780 €
Total Management Cost	14,766,621€	1,557,907 €
ACTIVITIES FINANCIAL RESOURCES	TOTAL 2011-2023	2023 TOTAL RESULTS
● Communication (incl. WCS) Information Activities/ tools	44,590,168€	4,714,498 €
● Education & Training	1,425,177€	459,441 €
● Wine Information Council	957,609 €	163,149 €
Total activities cost (Campaign-Actions-Tools)	46,972,954 €	5,337,088 €
TOTAL COST	61,739,575 €	6,894,995 €

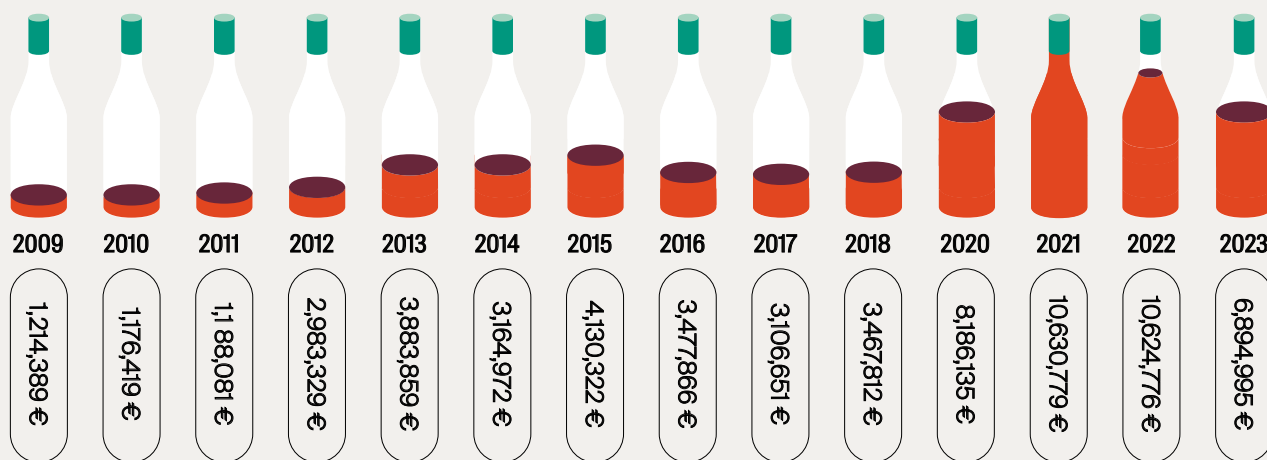
The numbers presented here represent the cumulative efforts of the WiM Association, its members and Partners.



Total Financial Investment (2008-2023)

64,130,384 €

Total Investment



Empower professionals

Education

Education of wine professionals plays a crucial role for the sustainable and responsible consumption of wine and has been a central part of Wine in Moderation since the very beginning.

However, 2023 marked the year where Wine in Moderation officially announced the launch of a new complete and thorough training programme called “**From responsible service to a sustainable consumption of wine**”. This training presented during ProWein & Vinitaly, is built around nine training modules on a variety of topics ranging from wine and health to responsible service and wine tourism; and will thus be valuable to the larger wine value chain. Available both in face-to-face training and in digital format, the training will be adapted to national legislation and culture wherever a National Coordinator exists.



Interested in this new training?

Contact Wine in Moderation for more information.

In parallel, training in wine, health and responsible business practices targeting wine professionals continued in countries where they were already active.

24 896

Trained
professionals

10 198

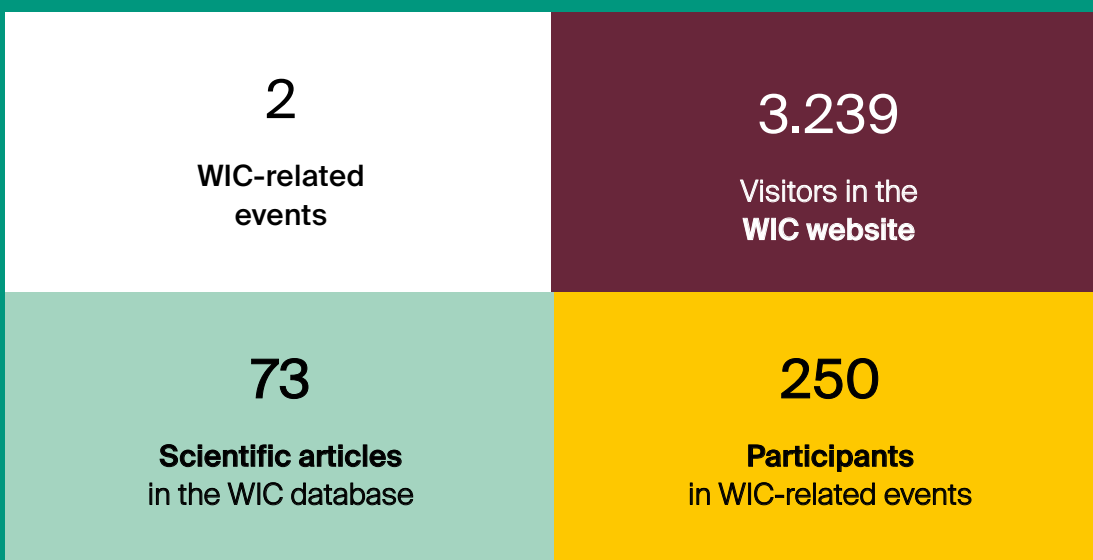
“Art de Vivre”
trainings

Scientific documentation

Scientific information has also been at the heart of the Wine in Moderation programme since the very beginning as we have always taken care that all the information available on the Wine in Moderation website, but also in our material and educational programmes, is based on the latest available scientific data.

The newly redesigned (www.wineinformationcouncil.com) website was announced in October 2023, reinforcing its commitment to deliver the latest up-to-date scientific information on wine (in the context of a balanced diet and lifestyle) and health issues. The new website bears a fresh identity, improved navigation, and innovative features, ensuring that visitors can easily access the available information. New features include a new and modernised WIC logo, a better user experience and an improved newsletter function. For more information on our key activities on science, visit our section dedicated to our key achievements in 2023.

The website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. Whenever possible, articles of highest scientific evidence are added to the database, 73 new scientific abstracts were added to the database in 2023, selected based on the pyramid of evidence and under the supervision of the Wine Information Council. Through the website the latest scientific news is made available -edited by our scientific coordinator- on the most recent topics regarding wine and health. 21 articles were published in 2023 and disseminated through the Wine in Moderation monthly newsletter. Factsheets presenting the latest information and data on specific topics with a summary of the available research and statistics, as well as interviews of scientific experts are also publicly available on the website



Encourage moderation and responsibility

At Wine in Moderation, our primary aim is to convey one common message that resonates with all wine consumers, going beyond borders, generations, and gender, regardless of the time or place they enjoy wine.

Our message “**WINE IN MODERATION, CHOOSE | SHARE | CARE**” helps us encourage moderation and well-being while supporting the sustainability of the wine sector.

Our set of tools and services continues to expand, with the introduction of action packages tailored for our members and supporters. These packages address crucial topics such as responsible communication and wine tourism or serve as guides for newcomers looking to participate in the Wine in Moderation programme.

2023 also marked the first edition of the Wine in Moderation Day. With this day we aim to educate and empower consumers to enjoy wine responsibly and in moderation by sharing the culture of wine. Organised around the global campaign: “The *greatest* wine? The one that you’ll remember.” the objective was to raise awareness about the responsible consumption of wine across multiple touchpoints and multiple targets. For more information, we invite you to take a look at the section hereunder dedicated to our key achievements.



537

Wine in Moderation
actions



4,119,713

Participants in
different Wine
in Moderation
communication
activities



Key achievements in 2023

Expanding the presence of Wine in Moderation at wine fairs & others

In an ever more digitised landscape, trade fairs remain central in creating connections among sector professionals and disseminating key messages. **Building our presence at such important trade fair events is a great way to reach wine professionals worldwide** and continue increasing their important involvement in encouraging the moderate and responsible consumption of wine among consumers. With a notable presence spanning from Germany to Italy, Portugal, The Netherlands, France, etc., Wine in Moderation actively engaged in numerous fairs in 2023, hosting a multitude of activities.





Wine in Moderation's eye-catching designs stole the show at [wine professional fair in Amsterdam](#)

Our National Coordinator in The Netherlands, KVNW, took part in the Wine Professional 2023 trade fair, organised by the Wine and Food Association from 9 to 11 January in Amsterdam, and took the opportunity to prominently feature the Wine in Moderation message and brand. In times where the trade is being challenged on a number of issues, it was crucial for KVNW to **empower the sector and inform them about possible alternatives such as the Wine in Moderation programme**. They decorated a pillar, strategically positioned in the heart of the event, with posters that conveyed messages related to the issues in question, but also positive and educational messages shared by Wine in Moderation. The well-designed posters selected by KVNW created interest and excitement around the programme undoubtedly catching the attention of participants passing by.

Barcelona Wine Week went all in with Wine in Moderation

Barcelona Wine Week took place from 6 to 8 February, and Wine in Moderation's branding was prominently displayed at the event. From banners to flyers and decor, our message was showcased on all communication material, resulting in **increased visibility and traction**.



Vinitaly 2023: Wine in Moderation's unforgettable debut

From 2 to 5 April 2023, Wine in Moderation participated at the international trade fair Vinitaly for the very first time with its own booth. During the four-day fair, Wine in Moderation engaged in various activities, providing visitors with detailed information about the programme, our structure, and how to become a part of the movement, including presentations, press conferences, etc. Students from the Italian Agricultural Institute also stopped by to learn more about the importance of enjoying wine in moderation and as part of a **healthy and balanced lifestyle**.



Wine in Moderation at ProWein 2023

For the second consecutive year, Wine in Moderation was present at the ProWein trade fair which took place from the 19 to 21 March in Düsseldorf, Germany.

"We are delighted to participate at the 2023 edition of ProWein for the second consecutive year and to have the opportunity to engage directly with professionals of the wine sector," said Sandro Sartor, President of Wine in Moderation. "Encouraging responsible and moderate wine consumption is essential for the sustainability of our sector, and fairs like ProWein provide a great opportunity for us to share our message and guidelines with professionals."

During the fair, **water was made available** at the Wine in Moderation stand where the team also hosted a range of interactive activities, including games that inform about responsible drinking patterns and guidelines.

As in previous years, Wine in Moderation's National Coordinator in Germany, the Deutsche Weinakademie, was also present to promote the programme at their booth, **informing German wine professionals about how they can implement the message in their business activities.**

"ProWein is a vital platform for the wine and spirits sector to come together, share best practices and do business. We are proud to welcome Wine in Moderation to the 2023 edition," said Michael Degen, Executive Director Messe Düsseldorf. "We look forward to continuing our collaboration with Wine in Moderation in future years and working together to promote responsible consumption during the fair and beyond."



Encouraging moderate and responsible drinking at Portuguese wine fairs

ACIBEV took the Wine in Moderation message to Lisbon's annual wine fairs Vinhos e Sabores and Essência do Vinho Lisboa to raise consumer awareness of the importance of moderation and the dangers of drink-driving.

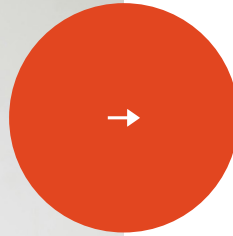
Under the message "If you drink, don't drive!" ACIBEV joined forces with the National Road Safety Authority (ANSR) to educate over 1.700 visitors about the inherent risks associated with driving under the influence of alcohol. This proactive engagement included 1.255 breathalyser tests, revealing values ranging from 0 to 2.11 g/l. In addition, 456 driving simulations were conducted, vividly illustrating the potential effects of driving under the influence of alcohol at various blood alcohol concentration (BAC) levels. At these events, **ACIBEV distributed approximately 1.700 leaflets conveying messages on the importance of enjoying wine moderately.** Attendees also received promotional materials such as pens and key rings featuring the distinctive Wine in Moderation logo, serving as tangible reminders of the importance of responsible wine consumption.

From 23 to 26 February, as part of the promotion of the Wine in Moderation programme and its commitment to the National Alcohol and Health Forum, Sogrape returned to Essência do Vinho, in Oporto, and carried out 1.396 breathalyser tests, which revealed values between 0 and 2.98 g/l.

Along with the breathalyser tests, over 1.400 brochures were handed out to visitors, containing guidelines for low-risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal. As with any other alcoholic beverage, the consumption of

wine affects the capacity to perform certain activities, such as driving, and it is always advised to avoid drinking alcoholic beverages when driving. Through these initiatives, **Sogrape aims to raise awareness of the benefits of a moderate consumption, the risks of alcohol abuse and of driving under the influence of alcoholic beverages.**





***"If you drink,
don't drive!"***

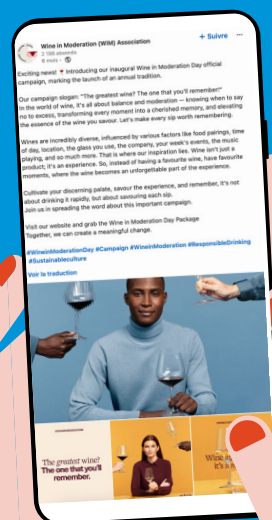


KEY ACHIEVEMENTS IN 2023

Communication activities

Drawing inspiration from the rich culinary and cultural legacy of wine, both our campaigns and those of our members are dedicated to fostering moderation and responsibility in wine consumption, positioning it as a cultural and social standard. In 2023, we sustained well-organised and focused consumer awareness campaigns, we continued updating our website with new languages allowing visitors to now read all the information on the Wine in Moderation website in Czech, while also introducing new initiatives such as the first-ever Wine in Moderation Day.

“The *greatest* wine?
The one that you’ll remember.”:
A successful first edition for
the Wine in Moderation Day



The greatest wine?
The one that you'll remember.



Wine culture means above all knowing how to say no to excess, knowing how to make every occasion memorable, how to enhance the very value of the experience and of the wine you're drinking. **Keep it a moment to remember.**

Wine in Moderation works to develop a sustainable culture of moderate and responsible wine drinking. We rely on wine professionals to support us spread the message.

Please visit wineinmoderation.com and help us be remembered.

WINE=MODERATION
CHOOSE | SHARE | CARE

The greatest wine?
The one that you'll remember.



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WINE=MODERATION
CHOOSE | SHARE | CARE

The Wine in Moderation Day is a campaign organised by the Wine in Moderation Association to raise awareness of the responsible consumption of wine across multiple touchpoints and multiple targets. Built around the campaign **“The *greatest* wine? The one that you’ll remember.”**, the Wine in Moderation Day aims to celebrate the concept of moderation and highlight the importance of engaging consumers about the culture and the history of wine, while in-turn, **encouraging and empowering consumers to make responsible choices and enjoy wine in moderation.** Something that Wine in Moderation and its Members around the globe do all year long through a wide variety of communication and educational activities.



Sandro Sartor, President of Wine in Moderation said, *“We are thrilled to see that this first edition was such a success. The campaign we have put together is built around the culture of wine and its appreciation: “The greatest wine? The one that you’ll remember.” An important message which was relayed and picked up by professionals, media, and consumers who all share our values for a sustainable culture of wine. Moderation is a value that we encourage all year-around and for which all our members work tirelessly every day, and we wanted to take this opportunity to celebrate this important concept. We look forward to repeating this campaign next year with everything we’ve learned, and with more participating countries, establishing this international Wine in Moderation Day as a date not to be missed.”*

For this first edition, the WiM Day campaign was shared by WiM Members and Supporters around the world creating **an important buzz** around the concept of moderate and responsible wine consumption. **Over 100 posts on social media**, countless articles online were published and are a testimony to the great response. Three pilot countries organised an additional series of actions: Italy, Spain, and Portugal.





- In Italy, the campaign was largely shared by the WiM national members in regional press, television and social media. Ruffino, which has been promoting responsible wine consumption in its corporate strategy since 2019, joined the Wine in Moderation Day campaign with different initiatives. In addition to promoting the campaign to its employees, it organised different events during the week from 6-10 November. Educational activities, with the patronage of the City of Florence, were held in schools in the Metropolitan Area of Florence with an estimated presence of over 250 students, to promote the message of Wine in Moderation to young adults through and with the support of Ruffino staff members and qualified scientific representatives. These events culminated on November 10th with a press conference attended by the Mayor of Florence, Dario Nardella.

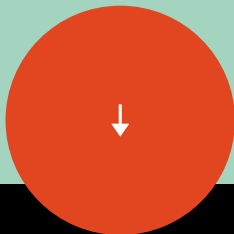
- Similar activities were organised in Portugal, where the Port Wine Association (AEVP) and the Association of Wines and Spirits of Portugal (ACIBEV) shared the campaign and communication about the Wine in Moderation Day with a large number of journalists, members and stakeholders. AEVP also carried out a street campaign with the distribution of flyers/leaflets near the Port Wine Cellars, which receives many foreign and local visitors throughout the year. Lastly, an advertising campaign in digital media was also carried out in some of the Portuguese newspapers with the largest reading audience.

- In Spain, the campaign was primarily organised with the goal to make a maximum of noise, generate discussions, and create new alliances with the wine and other related sectors around the message of moderate wine consumption. Our National Coordinator in Spain, the Spanish Wine Federation (FEV) not only shared the campaign with its own audiences and stakeholders in the wine value chain, but also through its 950+ associated wineries throughout the country, many of which joined in promoting the message in their own social media. A series of wine-related events were organised in Madrid around November 8th, including tastings and workshops, reaching over 700 attendees with information on the Wine in Moderation programme and responsible drinking.



Our members' communication activities

As our dedication to encourage moderate and responsible wine consumption is as strong as ever, so are the efforts of our community of members and supporters. Every year, they launch a variety of initiatives, such as communication activities tailored to the diverse national contexts and languages in which the programme operates, effectively adapting the Wine in Moderation message.



ACIBEV
ASSOCIAÇÃO DE VINHOS E ESPERTEIRAS DE PORTUGAL

O bom vinho, até
ao ponto certo



Vin et Société meets consumers' need for information

To meet consumers' need for information and allow them to have the best possible experience in the vineyards, Vin & Société developed a guide on responsible consumption. This credit-card-size support includes drinking guidelines, blood alcohol concentration limits, information about people who should avoid alcoholic beverages, and good practices. More than 700.000 guides have been distributed since 2015 in cellars and during wine events. Other materials, such as the memo on the act of spitting, have also been produced to train consumers in this gesture. Lastly, a national campaign was also carried out to raise awareness among pregnant women (nearly 2.100.000 people exposed to the message **"A good wine can wait 9 months"**).

For numerous years, ACIBEV has been committed to encouraging moderate and responsible drinking through yearly multichannel campaigns. 2023 was no different with a brand-new campaign hitting the market:

**"Don't overdo it!
Be responsible.
Drink in moderation."**

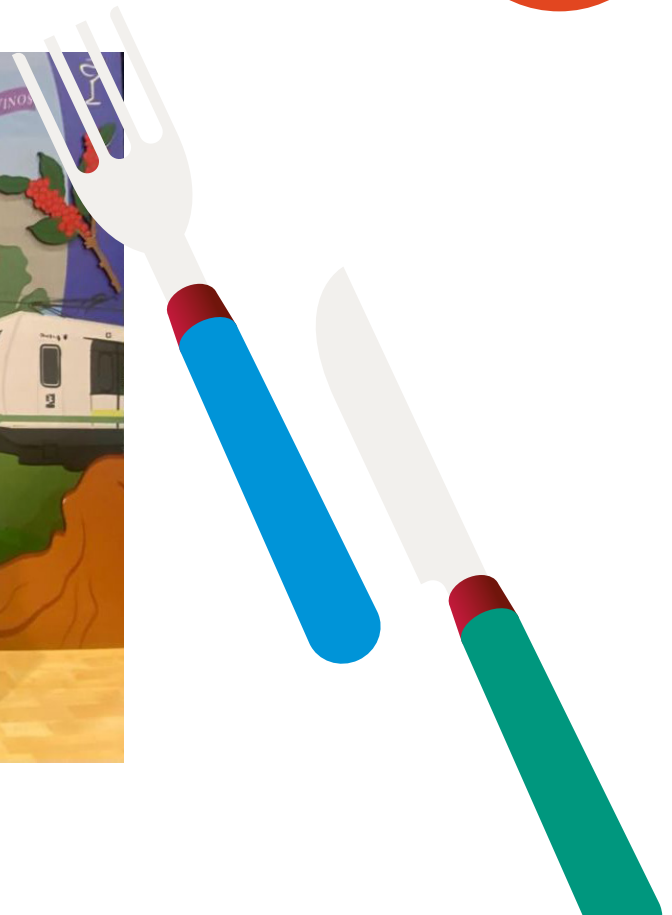
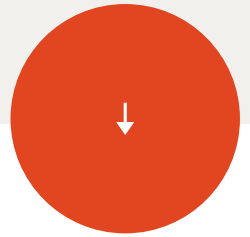
The new campaign aims to promote responsible drinking as a cultural/social norm to prevent and reduce alcohol abuse, by helping young people and adults make responsible decisions about consumption while preserving the cultural, environmental, and economic place of wine in Portuguese and European society. From 18 to 31 December 2023, the campaign ran on social media (Facebook, Instagram and TikTok), on YouTube and on 162 leading national websites, including Observador, Visão, Público, CM, Expresso, o Jogo, Forbes, Rádio Comercial, Rádio Renascença, TSF, M80, SIC, TVI, among many others.





In Colombia, Asovinos is putting forward its national wine culture by fusing it with the nation's rich gastronomy and vibrant tourism activities. This initiative highlights the importance of harmonising traditional dishes from Colombia's diverse regions, while encouraging responsible and moderate wine consumption through education.

This new campaign was also featured during the 18th edition of Expovinos, the largest wine fair in Latin America, held both in Bogota and Medellin, where Asovinos was present. The expo gathered over 38.000 attendees in Bogota and 17.000 in Medellin, marking a notable increase of 3.000 participants compared to the previous year. During the fair, the Colombian association showcased various pairings of wine with typical Colombian dishes at their stand, perfectly encompassing the Wine in Moderation message of always enjoying wine with food. A message also captured in the slogan '**Enjoy the best of drinking, without the bad of overdoing it,**' that Asovinos has been supporting for years. Ultimately, Asovinos reaffirms the sector's unwavering commitment to responsible consumption, sustainability, moderation, and self-care.





Podcasts: a passing trend or a real value marketing tool?

Whether we like them or not, podcasts have become increasingly trendy over the years, touching a large and very diverse crowd and handling very diverse topics, from the latest news to historical facts. The world of wine makes no exception, and it was therefore a great pleasure to accept the Sustainable Wine Roundtable's invitation to be featured in their regular podcast ([podcast here](#)). The interview, which lasted ~20 minutes, gave the opportunity to Wine in Moderation President, Sandro Sartor, to explain what Wine in Moderation is about, emphasizing our primary objective to encourage a sustainable culture of wine. He continued highlighting the programme's aim to encourage responsible and moderate wine consumption among trade professionals while promoting a healthy and balanced lifestyle.



Another podcast also featured Wine in Moderation and examined how moderate wine consumption intertwines with social well-being, ultimately leading to happier lives. The podcast episode, entitled “**Wine**

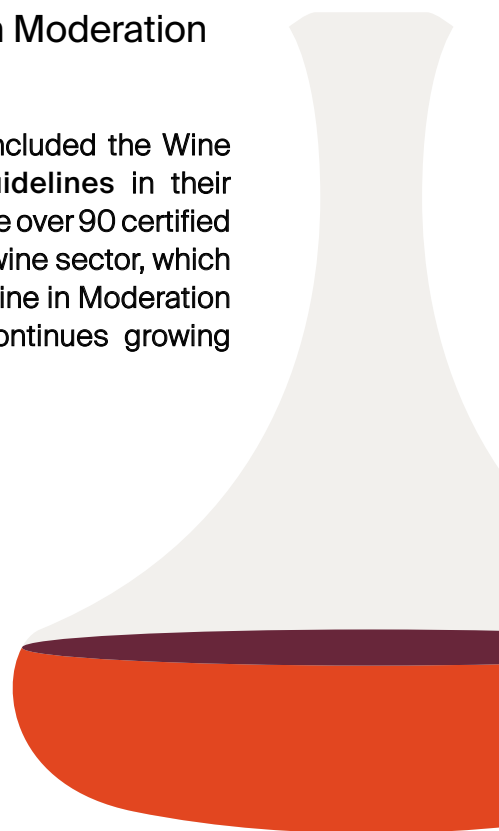
in Moderation: Cultivating Happiness through Responsible Consumption,” was recorded by

Sogrape and featured George Sandeman, one of the leading figures of the Wine in Moderation movement since the very beginning [listen here](#).

Drawing inspiration from the social responsibility programme, this podcast episode delves into the impact of responsible wine consumption on individuals and society in general.

Vinos de Chile certifies over 90 wineries with their Sustainability Code which includes Wine in Moderation guidelines

Our National Coordinator in Chile, Vinos de Chile, included the Wine in Moderation communication and education guidelines in their Sustainability Code a couple of years ago and now have over 90 certified wineries. This important commitment of the Chilean wine sector, which has been at the basis of the implementation of the Wine in Moderation programme in the country, remains steady and continues growing every year.





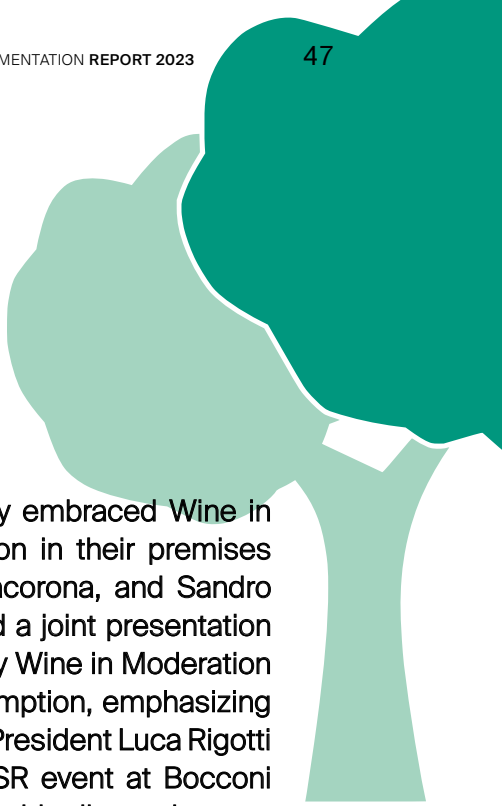
KEY ACHIEVEMENTS IN 2023

Participation at events

Alongside trade fairs, Wine in Moderation was also present at a number of different events around the world through the participation of both Wine in Moderation Secretariat and its members.


After its first participation at the 9th Masters of Wine Symposium which took place in 2018, Wine in Moderation was proud to renew the experience and be a part of the 10th Masters of Wine Symposium which took place in July 2023, which sought to take a critical look at the world of wine and its future, including sustainability. The Wine in Moderation brand was incorporated in the Symposium communication, and branded breathalysers were distributed in all the participants' goodie bags





Our latest Ambassador Company, Mezzacorona, fully embraced Wine in Moderation by organizing a collaborative presentation in their premises where Luca Rigotti, the President of Gruppo Mezzacorona, and Sandro Sartor, the President of Wine in Moderation, delivered a joint presentation where they discussed the invaluable tools provided by Wine in Moderation to encourage responsible and moderate wine consumption, emphasizing the programme's vital importance for the wine sector. President Luca Rigotti of the Mezzacorona Group also participated in a CSR event at Bocconi University early October where the focus of the roundtable discussion was on **"Responsible consumption and shared commitment."**

President Rigotti highlighted the importance of training the sector and provided insights into Mezzacorona's forthcoming initiatives aimed at raising awareness about responsible drinking.

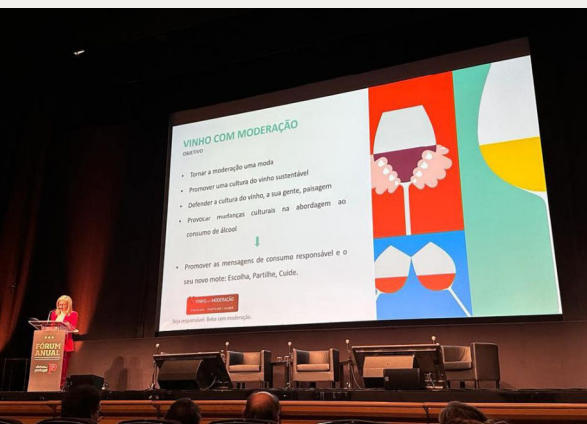


Bodegas de Argentina continued to actively embrace the Wine in Moderation message by incorporating it in their activities, including the prestigious 4th Congress of **Occupational and Environmental Hygiene** considered as one of the nation's premier events in this specialised field, but also by including information on moderate and responsible consumption in their exhibition booth, where the Wine in Moderation banner was placed, and responsible consumption guidelines presented.

The Argentinean National Coordinator also participated with the Wine in Moderation message in the "Dionisias" wine fair's second edition, a platform celebrating **women in the wine sector**.

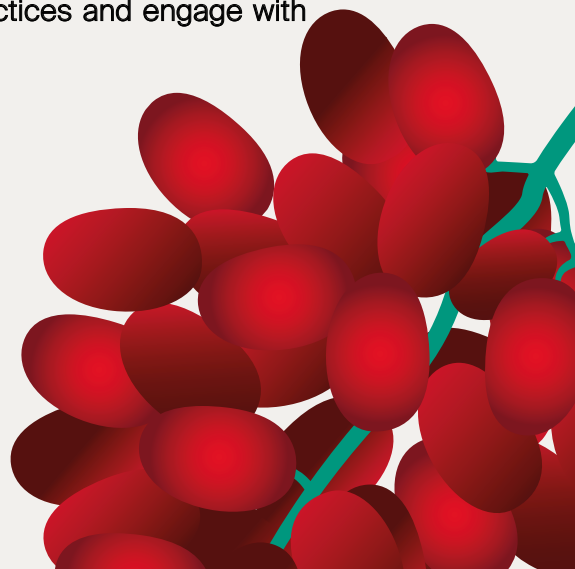


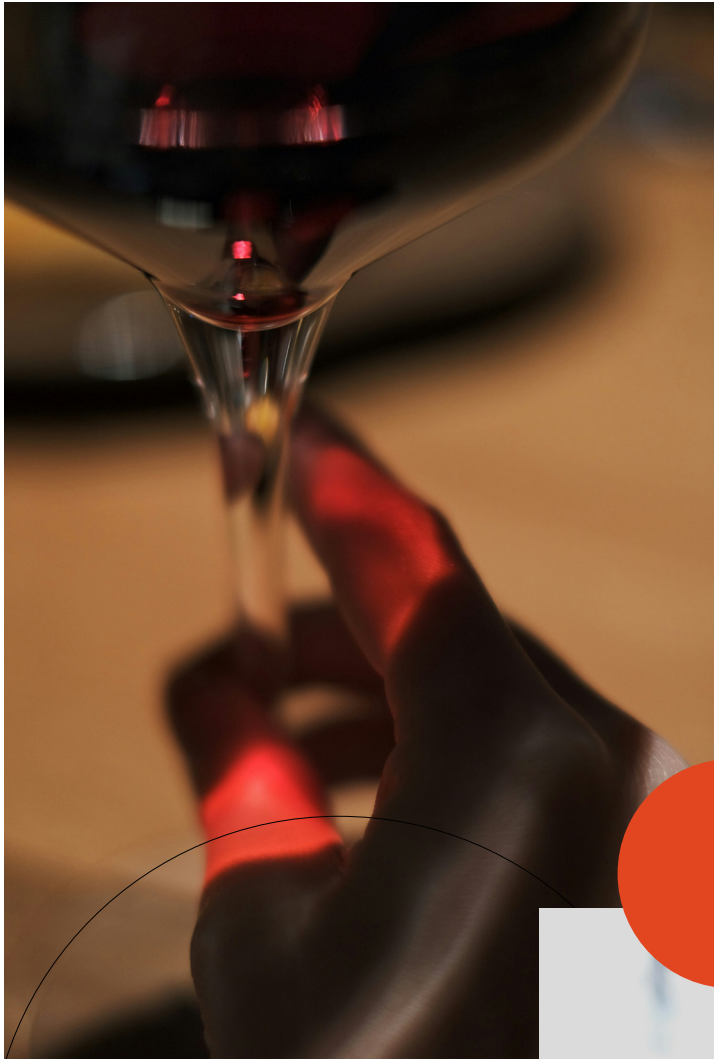
In June, Sogrape embraced the theme “Choose. Share. Care.” as several initiatives dedicated to employees’ well-being, wine culture and conviviality were planned throughout the day. **To celebrate the 15 years of the programme**, the Sogrape Wine Academy organised an engaging guided tasting session, which was artfully paired with the dishes from the Mediterranean diet. One of the company’s senior wine educators offered insights into the principles and the importance of following a moderate wine consumption; while employees also had the opportunity to indulge in therapeutic and relaxing massages, designed to restore energy and reduce everyday stress.



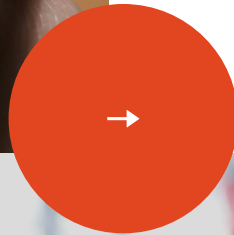
Travelling a bit further down to Lisbon, Ana Isabel Alves, executive director of ACIBEV was invited to present the topic “Wine in Moderation programme - threats of the wine sector” at ViniPortugal’s annual Forum where 15 minutes are dedicated to Wine in Moderation every year.

To continuously inform its great number of Supporters, the German Wine Academy organised its first Wine in Moderation members’ meeting in February. **More than 40 participants from different areas** of the wine sector came together to learn more about Wine in Moderation, but also the activities the National Coordinator organises yearly in this frame. This was a great opportunity to share best practices and engage with Supporters at national level.





Past years' appointments were repeated this year, such as **Copa-Cogeca's annual harvest event to present the upcoming trends, opportunities and challenges in the wine sector**, which was followed by a wine tasting event where Wine in Moderation was invited to give out information on responsible and moderate drinking patterns and to present the important CSR movement.



KEY ACHIEVEMENTS IN 2023

Education



While there is a great number of ways to reach and empower consumers, one way is through professionals of the wine sector who are often in direct contact with their customers (wine tastings, hospitality, wine tourism, etc.).

In 2023, education initiatives on wine, health, and responsible business practices for wine professionals not only continued, but also intensified. In addition to the training projects launched across several countries in the past years, members have initiated a broader array of partnerships aimed at reaching a **larger audience of professionals**.




Wine in Moderation announces new Responsible Service Training during ProWein & Vinitaly

Wine in Moderation has developed a training which will be available in different formats (face-to-face and digital) and will be adapted to the cultural needs and national legislation of every country, ensuring the best possible implementation. Every module tackles a specific subject that is considered of crucial importance when it comes to the sustainability of the wine sector (i.e., wine/alcoholic beverages and health, legal framework, good practices, Responsible Communication, etc.)

The new education tool is the result of two years' work carried out in the frame of the WiM Association strategy for 2020-2025 which aims at empowering wine professionals around the world about responsible and moderate consumption patterns.

"We believe that 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 moderation and to contribute to the reduction of harm due to abusive and hazardous drinking" – said Sandro Sartor, President of Wine in Moderation. "The education and training of professionals is therefore key to empower them with the necessary knowledge and tools to talk about responsible consumption patterns and encourage moderate consumption habits".



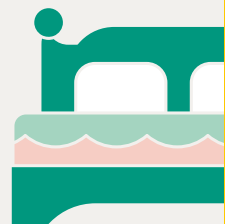


*"I am delighted to endorse the excellent "Wine for Professionals: from responsible service to sustainable consumption" programme produced by Wine in Moderation. With 45 years of experience in the industry and until recently CEO of WSET, I am convinced that this is a programme which is long overdue and should form a key pillar in the strategy of any company or organization passionate about ensuring the sustainability of wine. With 20 years of experience at WSET, the biggest global provider of education and qualifications in the wine and spirits industries, I have been impressed with the academic rigor which has gone into the creation of this initiative, and I look forward to witnessing - and celebrating - **the success of the programme.**"* Ian Harris – former CEO of WSET.

The education sessions are coordinated at national level by the WIM National Coordinators who identify trainers in their countries. The 1st train-the-trainer session was organised on 30 May 2023, in the Wine in Moderation office in Brussels.

Spanish Wine Federation signs partnership agreement with the hospitality sector

The Spanish Wine Federation signed a partnership agreement with **"Hospitality of Spain"**, the Spanish hotel and catering association in the frame of the first ever celebration of the WiM Day. Hostelería de España has committed to include in the training offer to its members the specific course on 'Consumption and responsible service of wine' developed by Wine in Moderation.





Vin et Société: Tools to support and train professionals and future professionals

Because wine professionals are the first ambassadors of responsible consumption vis-à-vis the consumers, several tools have been created to support and train them. An educational support, intended for all people who serve wine, and entitled “Welcome to the world of wine tasting”, highlights ten tips on key responsible actions and attitudes (“lead by example”, “**water, more water**” or even “to spit is to enjoy”). Training is also offered to future wine professionals. In this frame, Vin & Société developed a specific training module alternating quizzes, immersive experiences, and games. This 3-hour module aims to present the concepts of responsible consumption and heavy occasional drinking, to remind the students of alcohol units and low-risk drinking guidelines, etc. 450 students were trained from the launch of the training in April 2022 to November 2023.

Furthermore, Vin & Société is also committed to improving operators’ self-regulation practices in terms of communication and marketing. The Evin law (regulatory framework for the promotion and advertising of alcoholic beverages in France) is a complex piece of legislation that raises many questions. An online training module has therefore been available since 2020 to all professionals in the sector to master the essential provisions governing the communication of alcoholic beverages in 45 minutes. No less than 4.000 professionals have been trained since the launch of the platform in January 2020 to November 2023. In addition, Vin & Société organises regular webinars to explore certain themes in more depth (social media, influencers, wine tourism) and trains 650 people every year.



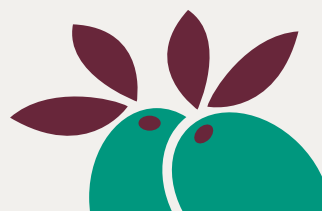
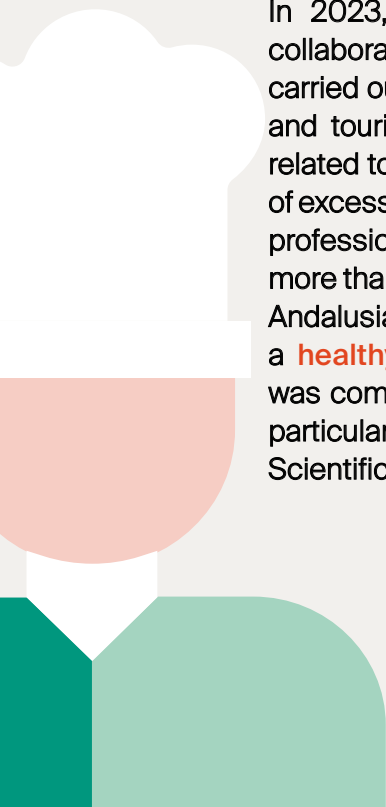


Ruffino organises trainings in HORECA schools during an entire week

With the goal of making the Wine in Moderation message its own, Ruffino developed a number of actions within the company in 2023, including empowering and educating employees -specifically those in contact with customers- and visitors. In the occasion of the first ever Wine in Moderation Day, a nutritional biologist joined Ruffino to make a presentation on the moderate and responsible consumption of wine in front of younger individuals in four schools in the Tuscan area, including two professional hospitality schools, involving around 250 students. The feedback was very positive with participants showing an important **awareness of the distinction between moderate consumption and abusive use of wine.**

Positive balance of the FIVIN training plan on moderate wine consumption for future professionals in catering and gastronomy

In 2023, the Foundation for Wine and Nutrition Research (FIVIN), in collaboration with the Spanish Interprofessional Wine Organisation (OIVE), carried out a series of training courses in catering, gastronomy, sommelier, and tourism academic centres to present the latest scientific evidence related to moderate wine consumption, but also the social and health risks of excessive consumption and the responsible service of wine to future wine professionals. In total, 15 training sessions were conducted in 2023 reaching more than 400 students in education centres located in Catalonia, La Rioja, Andalusia, Madrid, and Castilla-La Mancha. The importance of maintaining a **healthy lifestyle**, including elements such as the Mediterranean Diet was communicated. As one of the main determinants of health, food was particularly dissected during these trainings by members of the FIVIN Scientific Committee.





Federvini promotes responsible wine consumption among university students with ‘No Binge’ communication competition

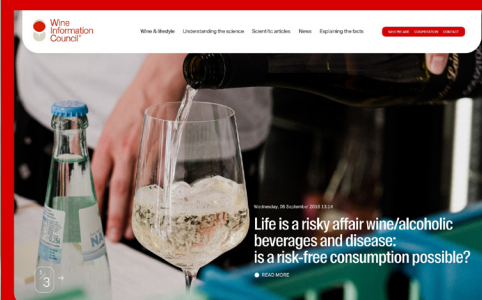
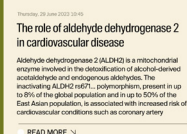
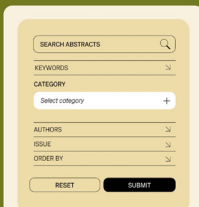
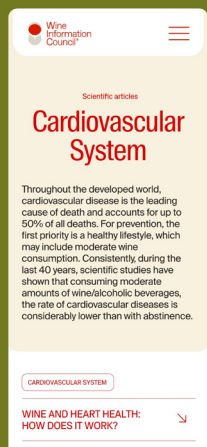
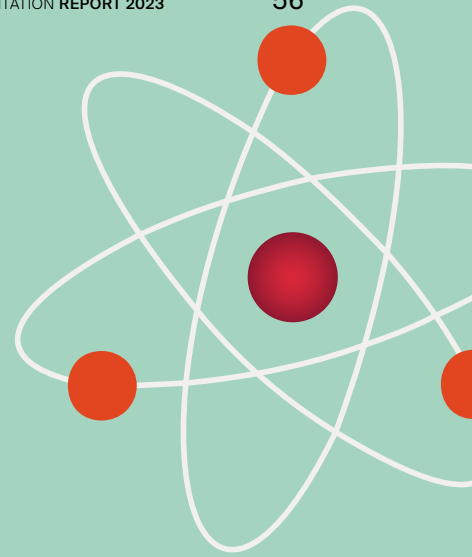
Federvini organised a competition called “No Binge - Communicating responsible consumption” to encourage the responsible consumption of alcoholic beverages. Convinced that educating consumers is crucial to prevent alcohol abuse, Federvini decided to involve students, inviting them to think about the type of communication campaign they would put together to pass this important message.

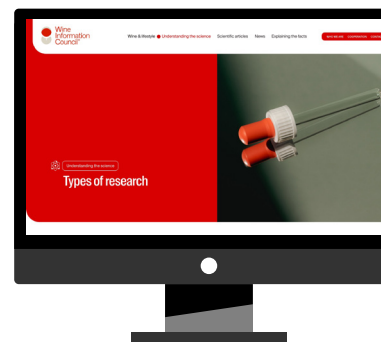
The **“No Binge - Communicating responsible consumption”** project was organised in Rome, where students from the master’s degree in “Organisation and Marketing” at La Sapienza University were tasked with developing communication campaigns to prevent alcohol abuse among young people. The students enthusiastically accepted the challenge and presented numerous highly serious, sensitive, and creative projects, demonstrating a conscious approach to the issue. The originality of the claims, the social proposals, the involvement of influencers and the messages proposed, highlighted the value of the collaboration between companies, universities, and students in tackling an issue of economic, social, and cultural importance.

KEY ACHIEVEMENTS IN 2023

Science

2023 was a very important and successful year for the Wine Information Council. Two major projects were undertaken and delivered: a brand-new Wine Information Council website and the organisation of the first ever “Lifestyle, Diet, Wine and Health Congress”.





A new Wine Information Council website

The Wine Information Council (WIC) launched its newly redesigned website, reinforcing its commitment to deliver the latest up-to-date scientific information on wine (in the context of a balanced diet and lifestyle) and health issues. The new website bears a fresh identity, improved navigation, and innovative features, ensuring that visitors can easily access the available information.

NEW FEATURES INCLUDE:



New logo: The new and modernised WIC logo.

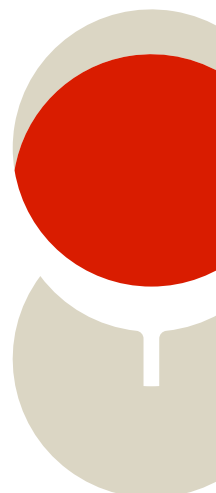
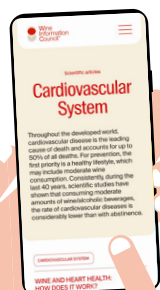


Redesigned user experience: The goal is to present the content in a more user-friendly and accessible manner, ensuring that scientists and all interested visitors can effortlessly access the information they seek.



Newsletter function improved: Users interested in our diverse range of scientific articles and database topics will now receive monthly updates tailored to their individual preferences through our customised newsletter. The only thing they will need to do is to register on the new website.

Nicolai Worm, Chair of the Wine Information Council, expressed his enthusiasm, stating, *“The Wine Information Council was established in 2009 and has since then evolved along the years with the goal to interpret and communicate science. Today, with this brand-new website, I am delighted to continue helping disseminate research on these topics while chairing this prominent group of Scientists whose commitment to providing objective scientific evidence remains strong.”*



THE WINE INFORMATION COUNCIL WEBSITE IS BUILT AROUND THE FOLLOWING KEY SECTIONS:

- **Wine & Lifestyle:** Where visitors will have a general overview of the key topics related to wine, health, and social aspects.

- **Understanding the science:** Where it is explained how the scientific information available on the website is developed and selected. The different types of scientific studies and their level of evidence are explained and a glossary with commonly used scientific terms is made available.

- **Scientific articles:** The central element of the Wine Information Council website since the beginning is its database updated every month with the latest scientific publications. The aim is to mainly include publications with a strong level of scientific evidence using the pyramid of evidence as reference.

- **News:** In the News section, monthly updates are provided where specific scientific articles are more thoroughly analysed and commented by a WIC expert. Here are also listed scientific events that take place around the world on the topics of interest.

- **Explaining the facts:** Finally, this new section will be updated on a regular basis and will act as an archive for the media information of the Wine Information Council, for example: infographics, videos, reference documents, etc.

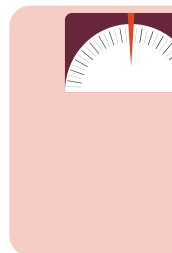
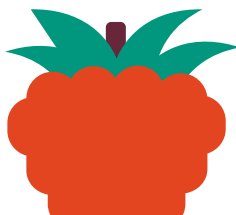






“Lifestyle, Diet, Wine and Health” Congress – a first world congress on the topic.


For the first time, over **30 international speakers** gathered from 19 to 20 October 2023, in Toledo, Spain, to discuss the latest scientific developments on lifestyle, diet, wine, and health. **More than 200 experts** and stakeholders from all over the world participated for this first edition.

Co-organised by the Wine Information Council and FIVIN under the high patronage of the International Organisation of Vine and Wine, the Lifestyle, Diet, Wine & Health Congress touched upon a great number of important aspects related to lifestyle and health such as cardiovascular health, the **health implications of lifestyle choices**, dietary patterns, the importance of context and longevity, and concluded with a roundtable discussion on how to translate science to society.





Dr. Nicolai Worm, Chair of the Wine Information Council commented *"Presenting the latest data on lifestyle, diet, wine and health was the goal of this congress, the first of its kind and we are proud to say it was a great success". He continued "We were thrilled to welcome speakers of such high calibre who reconfirmed the validity of the J-curve with regards to the consumption of alcoholic beverages, total mortality, and cardiovascular diseases. The importance of the Mediterranean Diet as the best preventive diet in respect to cardiovascular disease mortality and for total mortality as well as for a greater life expectancy with fewer chronic diseases was highlighted. However, a lot remains to be learned about methodology in the science of nutrition to gather the best possible evidence, something that we should certainly focus on in the years to come."*



Other important known facts were confirmed during the two-day congress. The focus was not only on the importance of the Med Diet, including moderate consumption of wine but also on the **overall Mediterranean lifestyle**. Drinking and eating pattern, a normal body weight, not smoking, social settings, sleep and physical exercise should all be taken into account when considering health aspects.

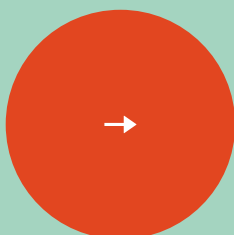
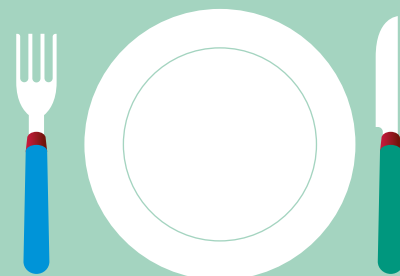


“We were able to gather the best researchers of the world on lifestyle, diet, nutrients, and health in a two-days meeting. More than 30 expert researchers from the five continents presented their work. After the pandemic, it is very important to re-start all scientific meetings where all of us may discuss face-to-face the main issues related to lifestyle and health” said Ramon Estruch, President of FIVIN.

He also added that during the Congress the importance of different patterns, the **synergy of different foods** (including wine) and the role of polyphenols were stressed. All these aspects affect quality of life and longevity; thus, we should all take them into account if we want to have a long and full life.

A declaration aiming to give voice to the many scientists around the world who research diligently, honestly, and successfully in the disciplines concerning lifestyle and health risks to achieve a balanced view of the scientific evidence was also presented during the congress. Over thirty scientists signed the **“Lifestyle Matters”** declaration which can also be found online. All scientists who would like to support this declaration are invited to sign.

The congress concluded by underscoring the importance of communicating science in an objective, easy to understand and unbiased manner, giving consumers the possibility to make informed decisions based on the latest scientific evidence.



The second Lifestyle, Diet, Wine, and Health congress will take place in Rome Italy from 26 to 28 March 2025. For more information, we invite you to visit the dedicated website.

www.lifestyle-wine-congress.com

KEY ACHIEVEMENTS IN 2023

Growth

2023 was yet another year of growth both for the Association, but also for the Wine in Moderation programme around the world.



MEZZACORONA

Gruppo Mezzacorona and Wine in Moderation were proud to officially announce their new collaboration in the occasion of Vinitaly, the largest wine fair in Italy. Joining a list of prestigious wine companies as the latest Ambassador Company, marked a significant milestone in the Gruppo Mezzacorona's commitment to the responsible and moderate consumption of wine.

Gruppo Mezzacorona will work closely with Wine in Moderation to promote the responsible and moderate consumption of wine, **sharing the values and messages** conveyed by Wine in Moderation.

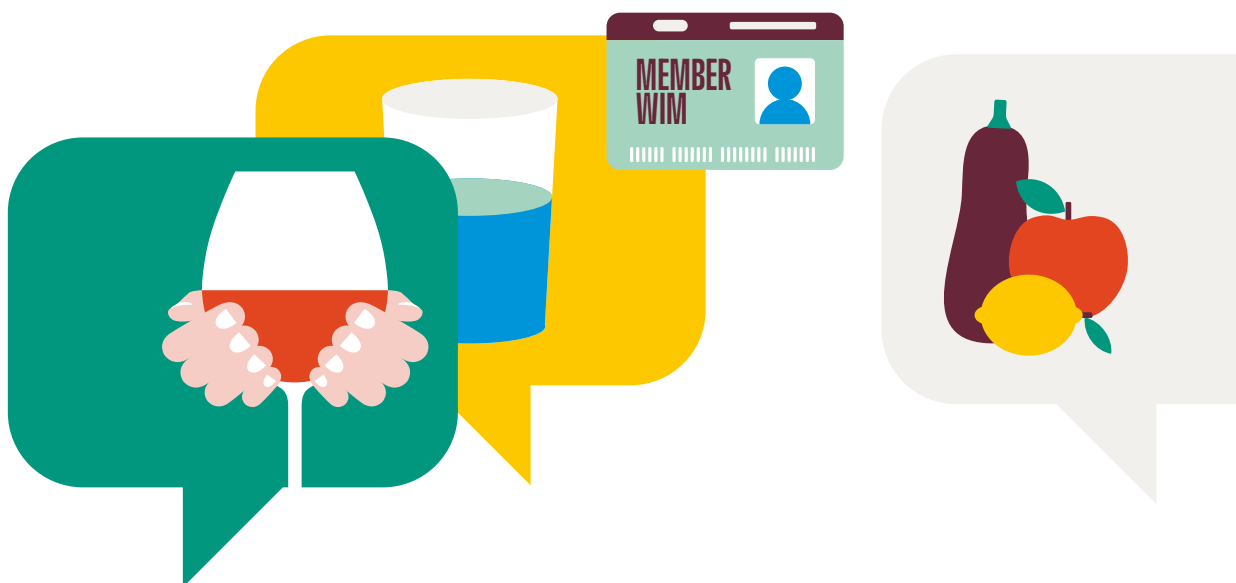
"We are thrilled to partner with Wine in Moderation and become an Ambassador Company for the programme. Our commitment to sustainability and social responsibility extends beyond our vineyards and winemaking practices. We are dedicated to promoting responsible wine consumption and educating our consumers on the importance of moderation." said Luca Rigotti, President of Gruppo Mezzacorona.

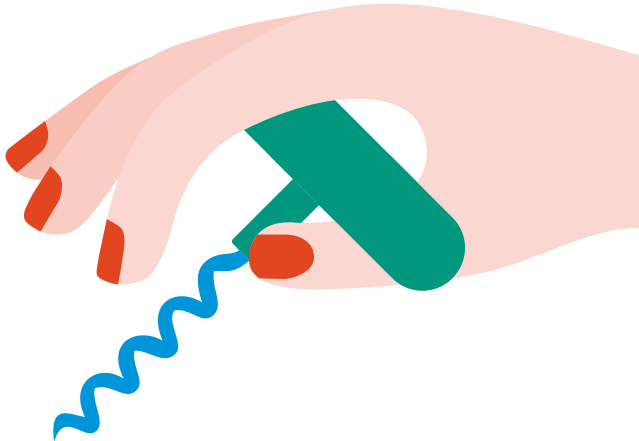
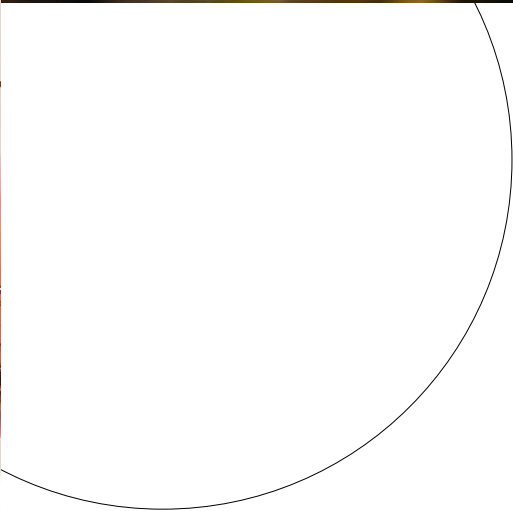




In the frame of our **new membership scheme**, we also took the opportunity to reconnect with our partners and were thrilled to renew our partnership with FIVS, reinforcing the wine sector's global commitment to discourage the harmful use of alcoholic beverages.

In parallel, the programme consistently continued to attract new supporters across **the wine value chain**, including wine producers, wine writers, and wine shop managers. These supporters, spread out on a global scale, play a crucial role in disseminating the message of moderation and imparting knowledge to fellow professionals and consumers alike. As the programme expands, our dedication to fostering a **sustainable wine culture only strengthens**.







END NOTE BY THE SECRETARY GENERAL

As we bring another remarkable year to a close, we take a moment to reflect on our collective achievements, the obstacles we've overcome, and all the important projects we've developed through the year. It is with great pride that we present to you our annual report for the year 2023, a testament to our commitment and collaborative efforts in fostering a sustainable wine culture.

With our Association strategy slowly coming to an end (2020-2025), we continued to work hard to deliver on the projects we had identified, providing our members and supporters with new tools and resources to further our shared mission of promoting healthy lifestyles and well-being.

We welcomed the growing interest by including more new members, partners, and Supporters from around the world in the Wine in Moderation family and celebrated the dedication of existing members and supporters. Viewing the interest of leading wine companies and counting on the commitment of Mezzacorona or Wine Alliance that joined the Association in 2023 stands as a tribute to the ongoing efforts of wine companies worldwide, inspiring others to join us on this journey.

The compilation of this annual report serves as a heartfelt acknowledgment of the countless individuals and organisations dedicated to Wine in Moderation, who have generously contributed their time and expertise to foster sustainability and promote balanced and modern lifestyles.

As we bid farewell to 2023, we take pride in our achievements within the Wine in Moderation programme and express gratitude for the dedication of our colleagues across the globe. To our members, partners, and supporters, we extend our sincerest thanks for your trust and continuous support to encourage moderate and responsible drinking. Your commitment to our programme and belief in our vision for a sustainable culture of wine have been the driving forces behind our successes. Your responsible choices and dedication to moderate wine consumption exemplify the positive change we aspire to achieve.

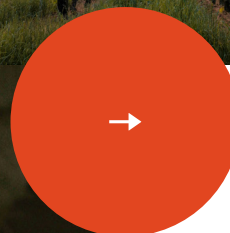
We look forward to continuing collaborating as we strive to make a meaningful difference in how people approach wine... in moderation.

Thank you for being an integral part of our journey

A handwritten signature in black ink, reading "Frittella".

* **Nadia Frittella**
Secretary General, WIM Association





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For a sustainable culture of wine

ABOUT THE REPORT

The performance of the programme is based on a set of KPIs that actors of the programme report upon. The authors of the report have taken reasonable care to secure the accuracy of the information received and presented hereby and are not responsible or liable for any errors or omissions.

ABOUT THE WIM ASSOCIATION

The WIM Association is the international not for profit association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation Programme and expands its reach and impact throughout the world.

ABOUT WINE IN MODERATION

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

WINE IN MODERATION

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