



CHOOSE | SHARE | CARE

Wine in Moderation Implementation Report (2020)

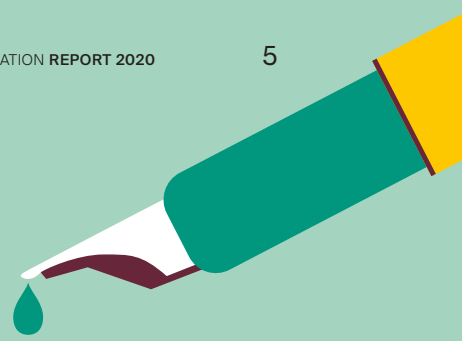




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FOREWORD BY THE PRESIDENT

2020, a year we certainly will not forget.

As we discovered the impact of lockdown on our personal lives, we were also faced with the issues our sector had to deal with, and the well-being of consumers around the world.

Recognised and referenced as a good practice by national, European, and international authorities alike who have applauded the initiative, it was important for us to continue assuming our leading role of informing and educating professionals and consumers especially during this pandemic.

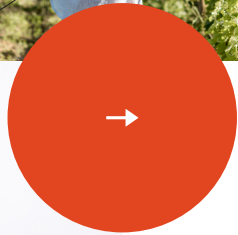
Therefore, as the world was struggling to adjust to a new type of reality, Wine in Moderation continued working to inspire a sustainable culture of wine, encouraging the moderate and responsible consumption of wine products. Even though events, tastings and wine expos were cancelled one after the other, our members and our thousands of Supporters around the world found new ways to get our messages across. Social media campaigns were put together, informative campaigns were released, new partnerships emerged to highlight the need to enjoy wine in the context of a healthy lifestyle together with food and water, and consumers discovered new ways to connect and learn more about this agricultural product.

The key focuses laid out in this report here represent a small portion of our activities and the hours of work invested to develop them, but our main intention is to highlight the important commitment and effort that have been put into the Wine in Moderation Programme by all those involved, and which goes far beyond what is presented here.

As we enter a phase of reopening, we can only hope to leave the COVID-19 pandemic behind us and to resume our daily lives. We would like to give a word of gratitude to all those who have contributed to making last year easier to bear and who have maintained and strengthened their commitment to the Wine in Moderation programme. And bid welcome to those who have recently joined us, we look forward to working hand in hand on our mission to encourage a sustainable culture of wine.

* **Sandro Sartor**
President of the WiM Association

A handwritten signature in black ink, appearing to read 'Sandro Sartor', written over a horizontal line.



CHOOSE
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WHO WE ARE?

What is Wine in Moderation – our roots



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



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



A social responsibility program 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** program 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.eu



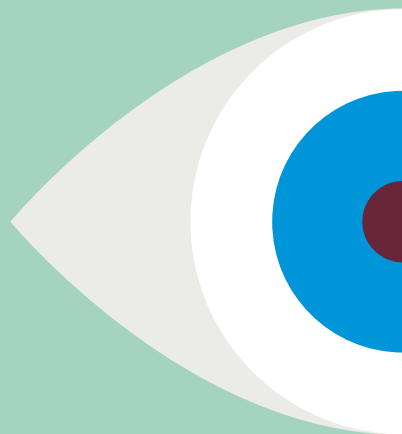
Our ambition

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

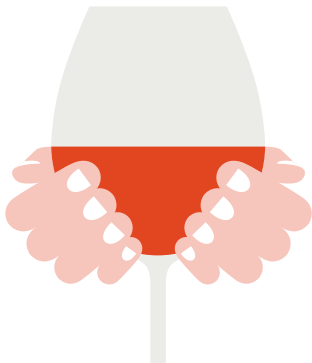
MODERATION & RESPONSIBILITY

We embrace moderation and responsibility in all our actions.



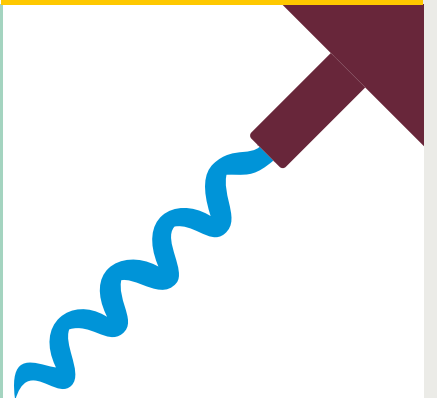
DIVERSITY

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.



CREDIBILITY

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



DEDICATION

We are passionate and committed to make a difference.

Our principles

While the vast majority of consumers enjoy wine in moderation, a minority misuses alcoholic beverages in ways that can be damaging to themselves and that can **harm others around them**.

Responsible and moderate consumption patterns of wine can be compatible with a **healthy diet and lifestyle**.

Wine is integral to many lifestyles and cultures across the world;

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**.

Efforts to promote moderation should be based on sound research, social and cultural aspects.

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 from abusive and hazardous drinking.

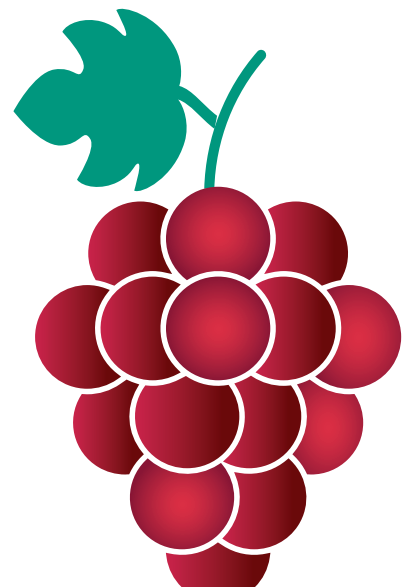
The wine value chain brings an invaluable social, cultural, agricultural, environmental, and economic contribution to regions and countries.



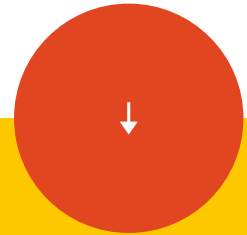
Our governance

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



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.

CEEV - COMITÉ VINS

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

National WiM Coordinators

In each country, there are one or more WiM national coordinators that support 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.



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.

Observers

Observers are any other enterprise, institution, professional association, professional group, social and economic stakeholder, industry in the wine value chain.

Associated Partners

Partners support the development of the programme and the dissemination of the message across different wine value chains and at international level. Partnerships are key for the programme.

Accountability

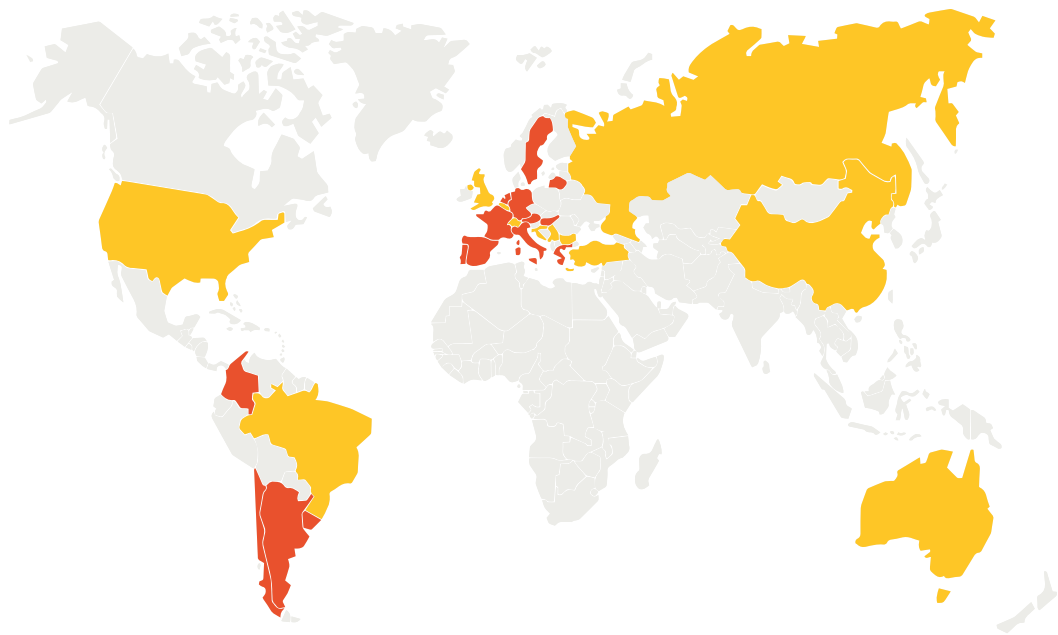
Since the launch of the Wine in Moderation Programme, accountability has always been one of the main success factors. Defining objectives, reviewing progress along the way and evaluating the effectiveness of our actions are essential not only to improve performance and impact but also to build trust 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 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*
- France: *Vin et Société*
- Germany: *Deutsche Weinakademie*
- Greece: *Greek National Interprofessional of Vine and Wine (EDOAO)*
- Hungary: *The National Council of Wine Communities (HNT)*
- Italy: *UIV & FEDERVINI*
- Lithuania: *Sommelier School of Lithuania*
- Netherlands: *KVNW*
- Portugal: *ACIBEV & AEVP*
- Spain: *Federación Española del Vino*
- Sweden: *Munskänkarna*
- Uruguay: *INAVI*

Other countries reached

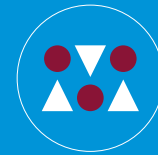
- Australia
- Belgium
- Brazil
- Bulgaria
- China
- Croatia
- Cyprus
- Russia
- Serbia
- Switzerland
- Turkey
- United Kingdom
- USA



1

International coordinator

WiM Association



17

WiM National Coordinators

15 national programmes in Europe and South America and activities in more than 26 countries worldwide



3

Ambassador companies

Moët Hennessy · SOGRAPE VINHOS · Pernod Ricard



4

Observers

CEVI · COPA-COGECA · FFVA · VIN&DROIT



11

Associated Partners

INSTITUTE OF MASTERS OF WINE · F.I.C.B. · FEVE · HOTREC · FIVIN · FIVS
FUNDACIÓN DIETA MEDITERRÁNEA · RECEVIN · FIJEV · INEXPO · WSET



2'158

Supporters in the wine value chain

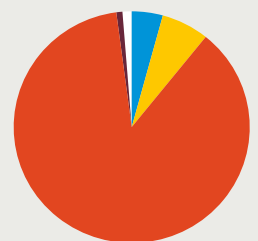
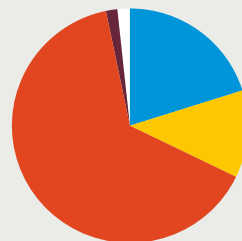
Observer of two intergovernmental associations:
the International Organisation of Vine and Wine &
the United Nation's World Tourism Organisation



Key numbers

Wine in Moderation Programme 2020 in numbers

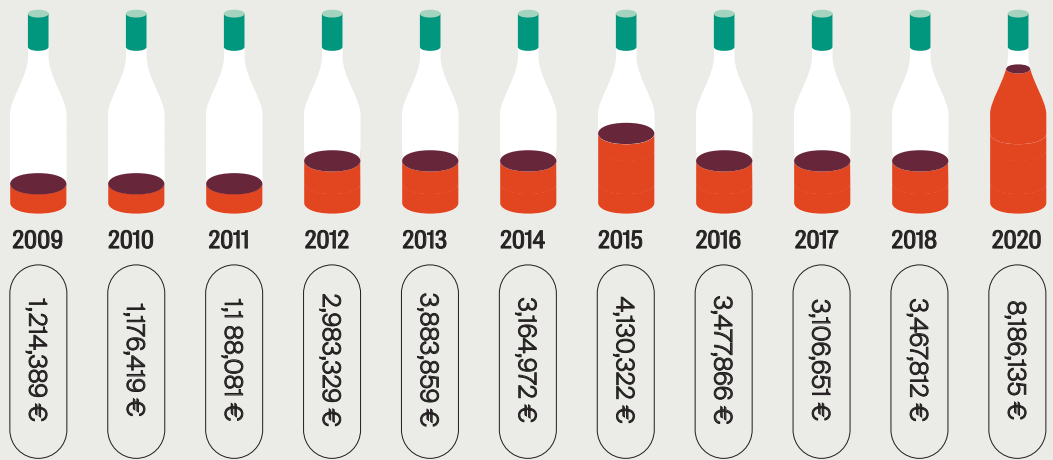
| MANAGEMENT RESOURCES | TOTAL 2011-2020 | 2020 TOTAL RESULTS |
|--|---------------------|--------------------|
| ● Overall staff cost | 6,764,185 € | 348,406 € |
| ● Management - Coordination expenses | 4,048,077 € | 535,099 € |
| Total Management Cost | 10,812,262 € | 883,504 € |
| | | |
| ACTIVITIES FINANCIAL RESOURCES | TOTAL 2011-2020 | 2020 TOTAL RESULTS |
| ● Communication (incl. WCS) Information Activities/ tools | 21,679,309 € | 7,131,516 € |
| ● Education & Training | 525,124 € | 68,215 € |
| ● Wine Information Council | 572,330 € | 102,900 € |
| Total activities cost (Campaign-Actions-Tools) | 22,776,764 € | 7,302,631 € |
| | | |
| TOTAL COST | 33,589,026 € | 8,186,135 € |



Total Financial Investment (2008-2020)

35,979,834 €

Total Investment



Empower professionals

Education

Training in wine, health and responsible business practices targeting wine professionals continued and expanded in far more countries. Partnerships with the wine, hospitality, and therapeutic sectors continuously improve competencies in responsible serving and moderate consumption. Under the coordinated efforts of all WIM actors, the Wine in Moderation training is being formalised within key vocational training curricula.

A stylized illustration of a hand holding a wine glass. The hand is light pink with blue nail polish. The wine glass is white with a dark red wine inside. The background is white.

2,453

Number of trained professionals

21

Number of active “Art de Vivre” educational program providers

1,094

Number of “Art de Vivre” trainings



Scientific documentation

The www.wineinformationcouncil.eu website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. In 2020, **278 new scientific** abstracts were added to our database selected on the basis of the ANZFA criteria and under the supervision of the Wine Information Council. No less than three **WIC scientific webinars** were organised to present the latest available scientific information on key topics related to wine and health with over 150 participants and almost 300 WIC related disseminated materials.

The knowledge gained from this information has backed all the communication and material developed by Wine in Moderation, our messages, and education programmes.

3

Number of
WIC-related events

155

Number of participants in WIC-related
events

278

N° of new **scientific articles**
in the WIC database

287

Number of WIC-related disseminated
materials

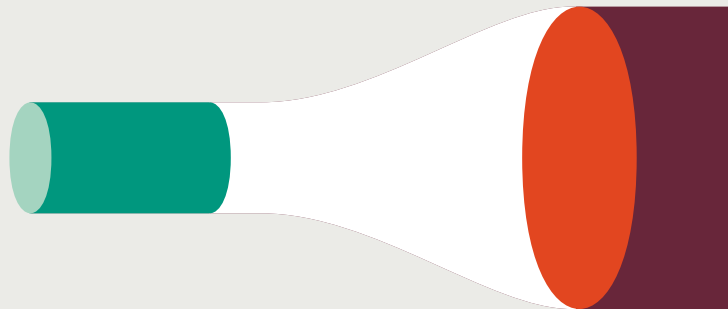
Encourage moderation and responsibility

At Wine in Moderation, our main objective is to provide one common message to the wine sector that speaks to all wine consumers across borders, generations, and gender regardless of where and when they consume wine.

This message which is simple yet powerful, is supported by the whole wine sector and acts as a basis for all our communication (material, campaigns, etc.): **“WINE IN MODERATION, CHOOSE | SHARE | CARE”**. Its key elements are passed through information campaigns, education, targeted communication materials, etc. with the goal to inform consumers and encourage cultural change, making moderation trendy, by:

- Educating consumers who appreciate wine, to do so moderately and responsibly, as part of a healthy diet and lifestyle.
- Giving balanced information and familiarising consumers with the risks of abuse and misuse of alcoholic beverages and the benefits of moderate consumption of wine to allow them to make informed and responsible decisions.





This information is provided through campaigns inspired by the culinary and cultural heritage of wine and by providing consumer information about responsible drinking and why it is better to enjoy wine moderately and in the frame of a healthy lifestyle.

In 2020, less direct actions were organised due to the COVID-19 pandemic, nonetheless online and multimedia campaigns were put together to continue encouraging the moderate consumption of wine and new tools were developed.



112

Number of Wine
in Moderation
actions



519,067

Number of
participants in
different Wine
in Moderation
communication
activities



499,749

Number of
disseminated
communication
products (incl.
pamphlets,
newsletter)

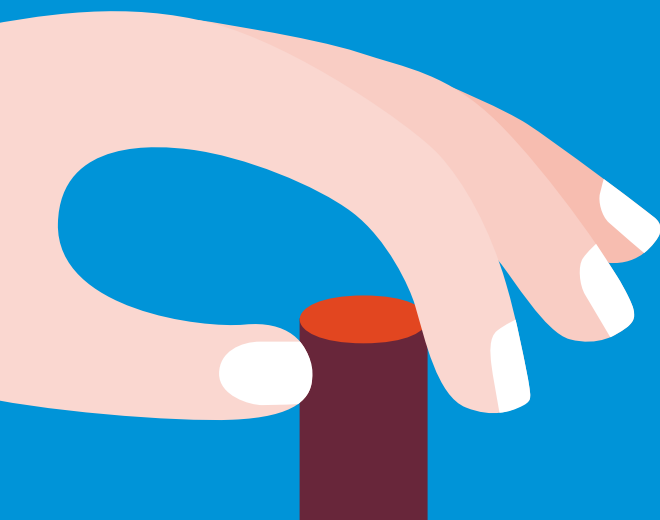
* The numbers reported here are much lower than previous years due to the exceptional nature of the year 2020 and the impossibility to organise in person events, activities, and trainings.

Key achievements in 2020

A new brand strategy

2018 was a year of celebration for Wine in Moderation. A year to celebrate the 10 years of a programme which initially started off as a three years' commitment to the European Alcohol and Health Forum and which quickly evolved into a global movement present in Europe and South America.

The new Brand Strategy, message and visual identity that were released at the end of 2019, are a result of a **year-long reflection at the conclusion of Wine in Moderation's 10th year in existence**: the result of a series of innovative events, where members, partners and key experts came together to co-create the future of Wine in Moderation.





Supporting professionals to inspire a sustainable culture of wine

During the development of this new Brand Strategy and communication, it was clear that Wine in Moderation should continue supporting wine professionals to inspire a sustainable culture of wine through sound scientific evidence and the responsible service training of professionals. The strategy therefore includes the development of knowledge, skills, and tools to help them understand the benefits of moderate consumption but most importantly the risks associated with the abusive use of alcoholic beverages.

By providing this support to the professionals of the sector, Wine in Moderation believes it will allow wineries to seize opportunities created by wine tourism, by creating responsible wine experiences to help wine tourists enjoy responsibly, and wine communities to capture value from the rising flows of wine tourism. The WiM Association will continue to work with professionals who want to make a difference using innovative tools, sharing good practices and opportunities to take tangible and relevant actions to help their customers make informed decisions.

A new message

The new Brand Strategy also saw the advent of a new tagline: “**CHOOSE I SHARE I CARE**” and a new message. This evolution marks a new beginning for Wine in Moderation as we bring the message closer to professionals and consumers, making it more relevant, encouraging moderation and well-being, while supporting the sustainability of rural viticultural areas.

A renewed message which can also be adapted to our two main target groups:

For wine professionals, Wine in Moderation is about...

CHOOSING

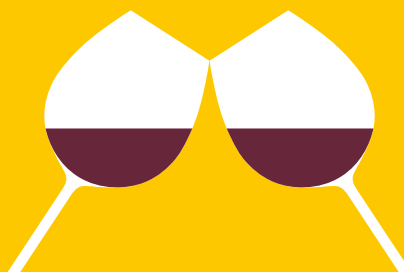
To act responsibly in presenting and marketing wines, in commercial communication and responsible service to consumers.



SHARING

Information about their wines, the origins culture and terroir.

Teaching responsible service to professionals, and how to encourage their consumers to discover a wine's unique character, pairing it with good food and water, to drink slowly and take the time to fully appreciate it.

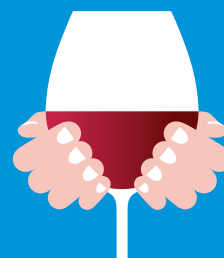


CARING

About others is caring about your business!

Promote the moderate enjoyment of wine!

Avoid excess service, prevent your customers from driving if they have been drinking, young people under the legal age should not drink, pregnant women should avoid drinking. Advise your customers to ask their doctor for advice on drinking & health.



While for wine consumers, Wine in Moderation is about...

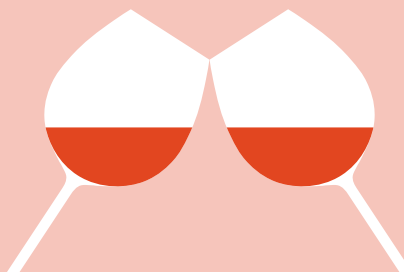
CHOOSING

To make informed choices, choosing whether or not to drink, choosing to respect others around you and the wine you drink.



SHARING

wine with friends and family, enjoying good moments, and sharing wine with good food and water; finding the harmony of taste; sensing the wine; discovering its unique character; drinking slowly; taking the time to fully appreciate.

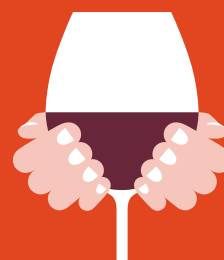


CARING

Because caring about yourself is caring about the others.

Caring means enjoying your Wine in Moderation, avoiding excess and dangerous behaviours; avoiding drinking if you drive, you are underage or pregnant; understanding the drinking guidelines.

Always ask your doctor for advice on drinking & health.

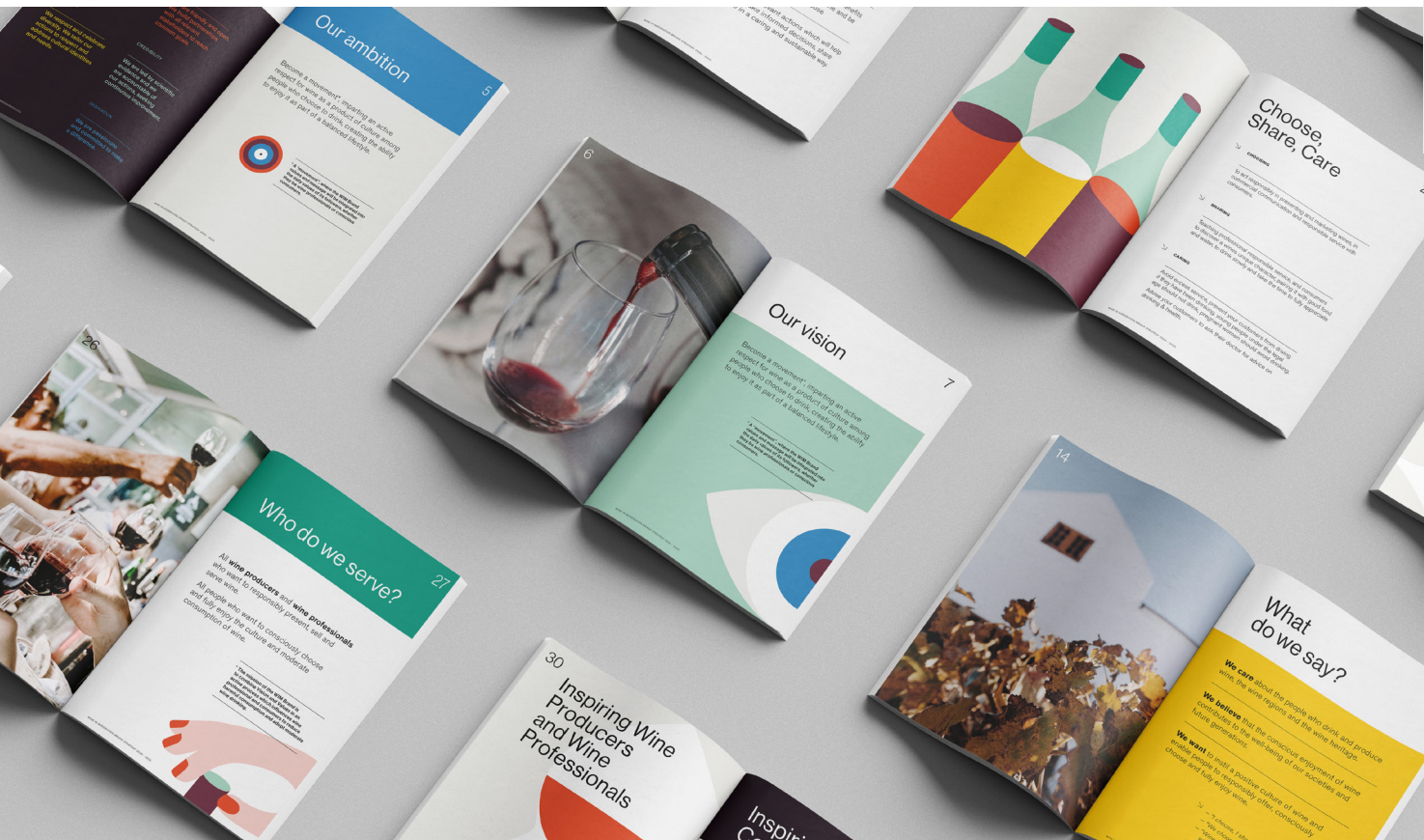


+ A new visual identity

With our new Brand Strategy also came an **innovative visual identity**. The updated Brand Strategy came to life through a new modern visual identity and colourful icons bringing a wave of modernity and freshness to our Brand.

+ An updated logo

We also took the opportunity to give the Wine in Moderation logo a small facelift to give it a more modern look in line with our new visual identity and encompassing our new tagline **“CHOOSE | SHARE | CARE”**.





CHOOSE | SHARE | CARE



CHOOSE | SHARE | CARE



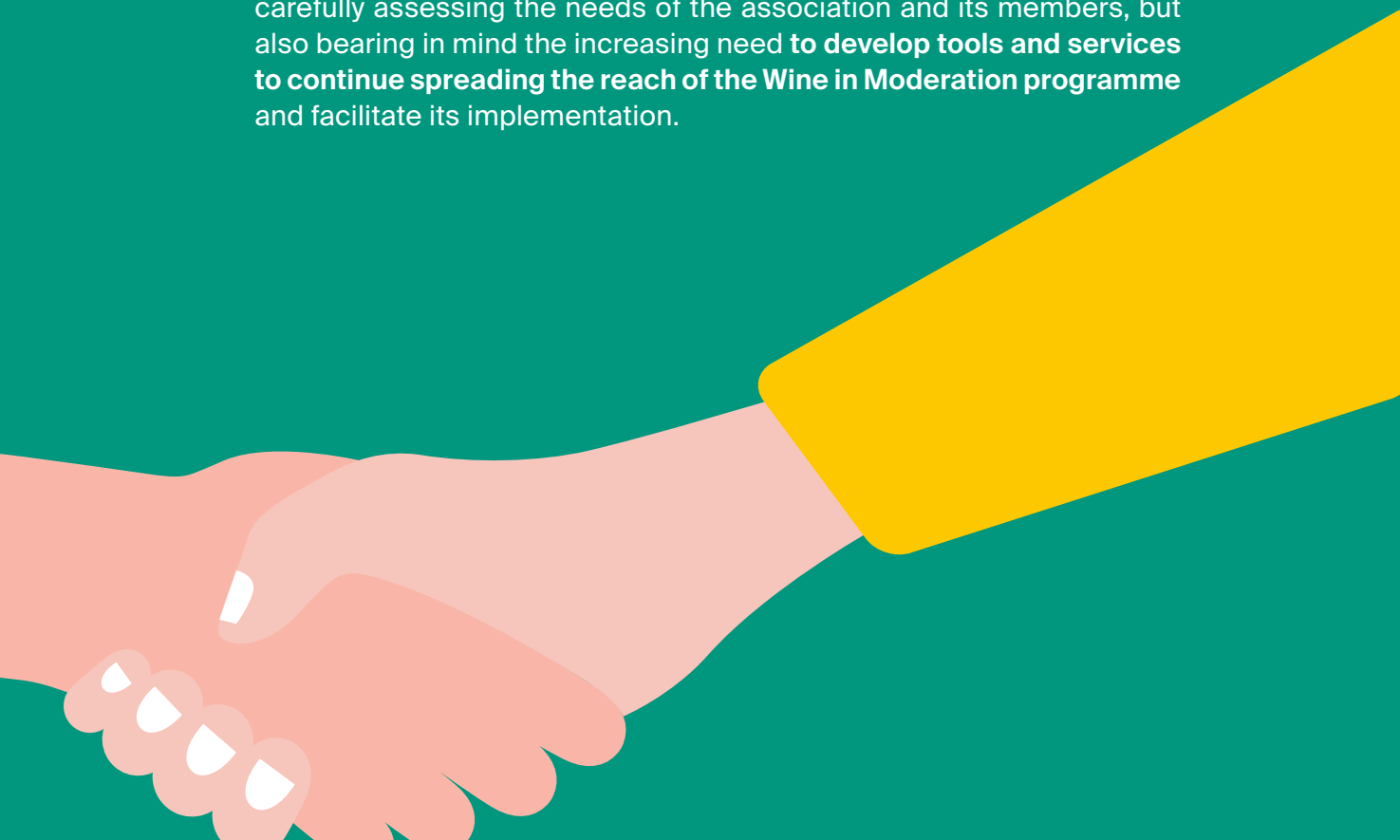
A campaign to promote this new Brand Strategy

Last but not least, an internal campaign was launched to promote this new Brand Strategy among the WiM Association members and the WiM Supporters around the world to encourage a **smooth and visible transition**.

A new association strategy

In parallel to the new Brand Strategy, the need to develop a new Association strategy became evident to define the priorities of the WiM Association for the next five years.

The new Association Strategy was developed in the course of 2020, carefully assessing the needs of the association and its members, but also bearing in mind the increasing need to **develop tools and services to continue spreading the reach of the Wine in Moderation programme** and facilitate its implementation.





With this new Association Strategy, we aim to continue offering a portfolio of products and services that evolve with our members' needs and demands. We strive to create materials that are right for our professionals and that contribute to encouraging a sustainable culture of wine.

This guides the choices we make today and will shape our offer for tomorrow – whether through new concepts, partnerships, materials, or campaigns.





THE STRATEGY EVOLVES AROUND THREE MAIN AXES



Be the Go-To source of information

We aim to be the main source when it comes to the moderate and responsible consumption of wine, while we continue **reinforcing our presence on digital media** (website, social media, newsletter, etc.).



Create a movement

As our ambition states, we aim to 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.

To do so, we will develop new training tools that will be the central source of information for any training on wine, health, and responsible drinking, and we will develop action packages that will encourage the implementation of Wine in Moderation and make it as easy as possible for all our actors, whichever their background is. In parallel, we will **continue to provide guidance to our members and supporters around the world.**



Accountability

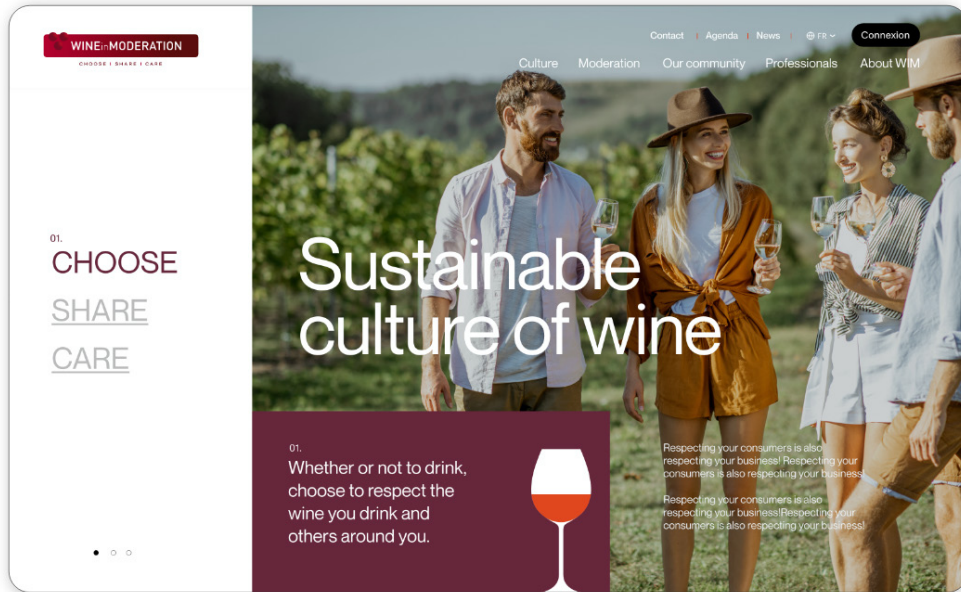
Accountability remains high on our agenda. Therefore, we aim to continue helping Wine in Moderation members define their priorities and develop plans of action while supporting their effort to measure and assess the Programme's performance and results at national level to consolidate our reach and credibility at international level.

A new Wine in Moderation website

In the frame of the new Brand Strategy, Wine in Moderation unveiled a brand-new website (www.wineinmoderation.com) featuring a modernised design with **new functionalities and clear information** to help consumers and professionals alike make well-informed decisions to enjoy wine in moderation and to encourage a sustainable culture of wine.

The new website brings together all the Wine in Moderation members and Supporters around one single platform available in no less than 12 languages (English, French, Spanish, German, Portuguese, Italian, Dutch, Lithuanian, Swedish, Greek, Hungarian and Russian), which also offers a **nationally tailored message**.



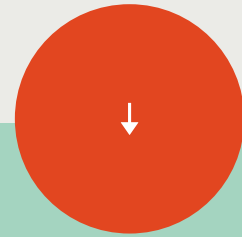


“This new website not only presents a **wealth of new content in a modern and fresh design**, it also offers a brand-new platform for professionals and for all our members and Supporters around the world, where they will get an exclusive access to our services, materials and tools.”

Sandro Sartor, President



Wine in Moderation's new website builds its information around **five mains sections**



The culture of wine

where visitors discover the uniqueness of the wine culture, get tips on how to best organise their oenotourism trips, or even what the best way to organise a tasting is.

Moderation

where we present why wine should be enjoyed in a sustainable way by providing information such as who should avoid drinking alcoholic beverages, wine and health, with specificities on the topics of wine and diet as well as calories, etc.

Our Community

a brand-new feature which will show all our members and supporters around the world on a dynamic map, giving visitors the possibility to zoom in and discover an "identity card" for every actor who has joined Wine in Moderation and who is committed to help their consumers make informed decisions when it comes to wine.

Professionals

a section specifically dedicated to professionals where we introduce the different ways in which one can get involved with Wine in Moderation and why it matters for the sector.

About us

and last but not least, a section where visitors will discover who is behind the social responsibility movement of the wine sector, our vision, missions and objectives and our story.

WINE CULTURE

Wine and culinary experiences have become a driver of destination choice for an increasing number of leisure travellers.



The popularity of wine tourism has witnessed a continuous growth over the years and will continue to do so. It is estimated that the number of wine tourists will double in the next five years.

Wine tourism offers an opportunity to see where and how your favourite wine is made. At different wine events, wine tourism offers you a chance to hear about traditions and culture linked to viticulture and wine.



JOIN THE MOVEMENT

Wine in moderation is for all wine producers and wine professionals who want to responsibly present, sell and serve wine!



17

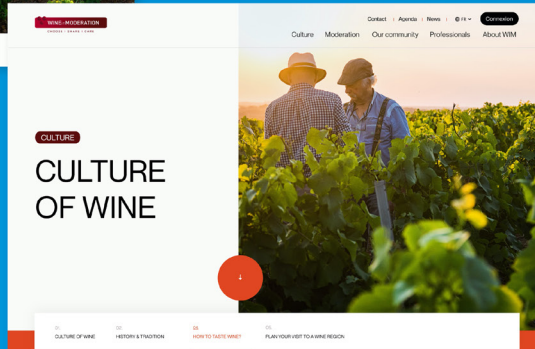
Countries involved

26

Activity involved

2k+

Wine supporters around the world



Wine has evolved as part of life, culture, and diet since ancient times. A cultural symbol, the role of wine has transformed over time, moving from an important source of nutrition to a cultural complement to food and conviviality. The art of viticulture and winemaking has also evolved, with some wine regions even being recognised by UNESCO as World Heritage.

CULTURE OF WINE

The art of viticulture spreading over Europe

Drinking habits have also evolved over the years and today 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.

01 / 04

WINE MODERATION

WHAT DO YOU KNOW?

It is important to consider not only the calories intake, but also try to learn more about the wine you choose to drink. This will enhance your enjoyment and appreciation of the wine and will also help you make successful pairings with food, creating an overall greater experience.

WELCOME TO THE MODERATION PROGRAM

HISTORY & TRADITION

Red Wine

How many calories are there in a glass of red wine?

- A glass of 100 ml of light bodied red wine at 12.5 vol% will have around 71 Kcal. Red wines light in body are usually refreshing with crisp acidity and easy to drink. An example of a light bodied red wine is Pinot Noir from France or Pinot Noir from Italy.
- A glass of 100 ml of medium bodied red wine at 12.5 vol% will have around 78 Kcal. Medium bodied red wines are easy to pair with a variety of foods and these wines will be richer with more substantial textures. Examples of medium-bodied wines can give varieties such as Cabernet Franc, Merlot, Grenache.

WINE MODERATION

Wine tasting is about exploring and expressing your preferences

- Our vision
- Our mission
 - Be the social responsibility program of the wine sector, providing wine professionals with the information and tools to responsibly present wine, and helping consumers to fully enjoy wine and its culture in a healthy, positive, and controlled 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.
- Our Purpose
- Our Ambition

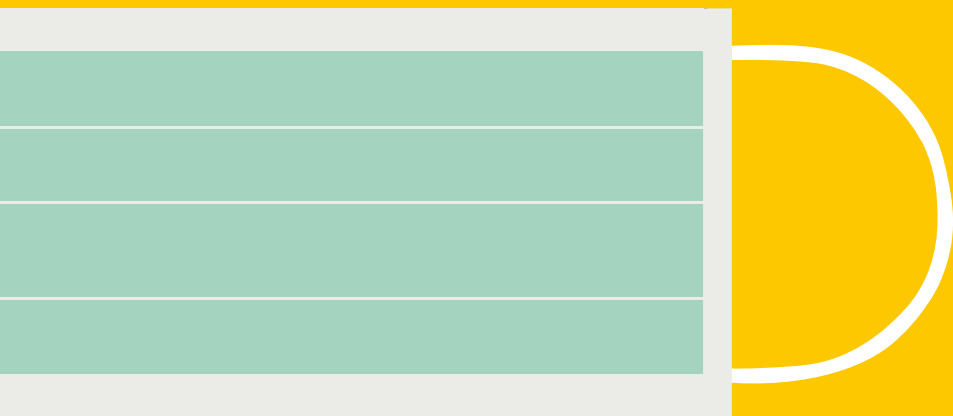


Visitors are encouraged to explore the website and sign up to become a WiM Supporter if they are not one already! By doing so, not only will they show their commitment **to encourage a moderate and responsible consumption of wine**, they will also get access to our new platform for professionals where a wealth of tools and services will be at their disposal.



Our response to the covid-19 pandemic

The COVID-19 pandemic has had an important impact on our daily lives and the consecutive lockdowns have pushed people to find ways to adapt to this new reality. To inform wine consumers how to best appreciate wine during this difficult period and help them cope responsibly, Wine in Moderation and its members launched a **social media campaign to share its core message**.



Instagram



Rechercher

wine.in.moderation

168 publications

1 578 abonnés

S'abonner

124 abonnements

WineInModeration

Organisation non gouvernementale (ONG)

- Choose to fully enjoy wine, drink responsibly
- Share wine with friends & family
- Caring about yourself is caring about others

#wineinmoderation

linktr.ee/wineinmoderation

Cheers!

TIPS TO ENJOY A GLASS OF WINE WHILE KEEPING SAFE



WINE-MODERATION
CHOOSE | SHARE | CARE

1/5



wine.in.moderation • S'abonner

Aimé par pepinh92 et d'autres personnes
wine.in.moderation The whole world is starting to open up a bit. Many governments have moved to th... plus



7 J'aime

IL Y A 18 HEURES



Ajouter un commentaire...



Publier

World Breastfeeding Week 2021

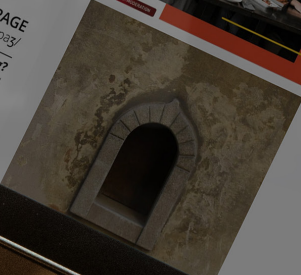
Can I drink wine or alcoholic beverages while breastfeeding?



WINE VOCABULARY

Can you guess the meaning?
Yes → Write it in the comments!
No → Read the captions!

CÉPAGE
/ˌsɛpɑːz/



The WiM Association launched a campaign “Cheers! Tips to enjoy a glass of wine while keeping safe” embracing the Wine in Moderation tagline with posts encouraging to Choose when and how we drink our wine, Share wine with our loved ones (even online), with our meals and with water, and taking Care to drink moderately, while following safety measures.

Cheers!

The campaign resulted in specific Instagram and Twitter posts providing tips on the importance of **preventing alcohol abuse** in this particular period; wine & food pairings, movies, books, hobby suggestions; happy responsible messages during a worldwide lockdown; recipes with / without wine; available free online wine courses, etc.



“Cheers! Tips to enjoy a glass of wine while keeping safe” helped Wine in Moderation to continue spreading positivity even during this difficult period and inspired our followers to take advantage of this time to learn more about a sustainable culture of wine and a responsible and moderate consumption of wine.

Similar campaigns were launched by WiM members around the world: from Bodegas de Argentina to ASOVINOS in Colombia and Vin et Société in France.

Bodegas de Argentina shifted their focus from social events to social media. Several communication activities were developed around the **#Quedateencasa** and shared through their national Wine in Moderation social networks. Key messages Wine in Moderation were shared: if you choose to drink, do so in moderation, share it with your friends and families and with the meals, and care about yourself, stay healthy.

Vin et Société campaigns focused on providing the main information on how to best enjoy wine during quarantine: **“Yes to wine but always in moderation!”**, also partnering with other actors of the

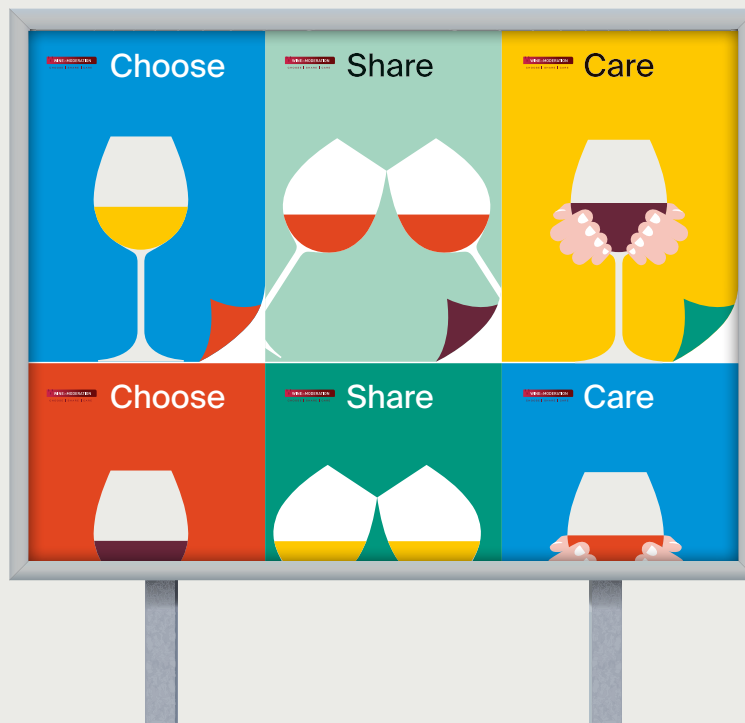
sector such as the French Union of Sommeliers, with whom they organised Insta lives meetings called **#TastewhileConfined** - a series of Instagram lives where French regions are discovered with a new guest every episode, and the focus is put on new recipes and how to make the best food & wine pairing.

ASOVINOS developed three campaigns **#Encasaconasovinos**: to share responsible drinking messages during the lockdown, and **#AcudimosATI** - a campaign developed in cooperation with the gastronomy sector which invited citizens to comply with all security protocols and enjoy alcoholic beverages moderately and responsibly, to ensure that the reopening of restaurants in the country went well. The third campaign entitled **“Pacto para saber vivir. Una copa de buenas decisiones”** inviting consumers to enjoy wine responsibly, follow the safety measures and choose authorized locations to enjoy their glass of wine.

In addition, the WiM Association also made it an important point to inform the public about the effect of wine on COVID-19, confirming there was no scientific evidence showing that wine could have a positive effect on Covid-19.

Communication campaigns

Well-structured and targeted campaigns aiming at providing consumer information continued and new initiatives were launched.





HNT launched an educational campaign “**Good Wine**” encouraging young adults to privilege quality over quantity ; while Vin & Société continued spreading key information on who should avoid drinking alcoholic beverages through two campaigns: **an awareness campaign on alcohol consumption during pregnancy** bringing to the attention of pregnant women an important message: due to the risks that alcohol consumption represents for the health of the future babies, “as a precautionary measure, zero alcohol during pregnancy” and **a joint campaign with French Supermarkets for the ban to sell alcohol to under-age people**, targeting checkout staff, department heads and shop managers, and with the objective to raise awareness on the challenges of the ban on alcohol sales to under-18 and to provide guidelines to avoid possible conflicting situations.

Portugal also saw the launch of two important campaigns: a multichannel campaign was launched by ACIBEV at the end of the year “No more no less” on TV and internet with the aim to encourage the responsible consumption of wine before the Christmas and New Year’s period, and a promotional campaign was developed by AEVP to introduce **Wine in Moderation’s new Brand strategy**.

Following the update of the logo by Wine in Moderation, the Spanish Wine Interprofessional Organisation also revised the Spanish Wine Commercial Communication Code affecting the commercial communications for all national operators. This update was further publicised through a large national communication campaign encouraging all Supporters to update their tools and materials.

Participation at conferences and events

The Covid-19 may have forced us to stay home and cancel most of our travel plans, but it did not prevent us from organising meetings and participating at congresses. Thanks to our members, Wine in Moderation was indeed present in several wine expos and fairs around the world, most of them online. Among others: [Essência do Vinho](#) (Sogrape), [Expo Veia Mendoza](#) and [Expo Veia Vendimia](#) (Bodegas the Argentina), [Expovinos Colombia](#), [OIV CONUSA](#) (Consumption, Nutrition and Health) meeting.





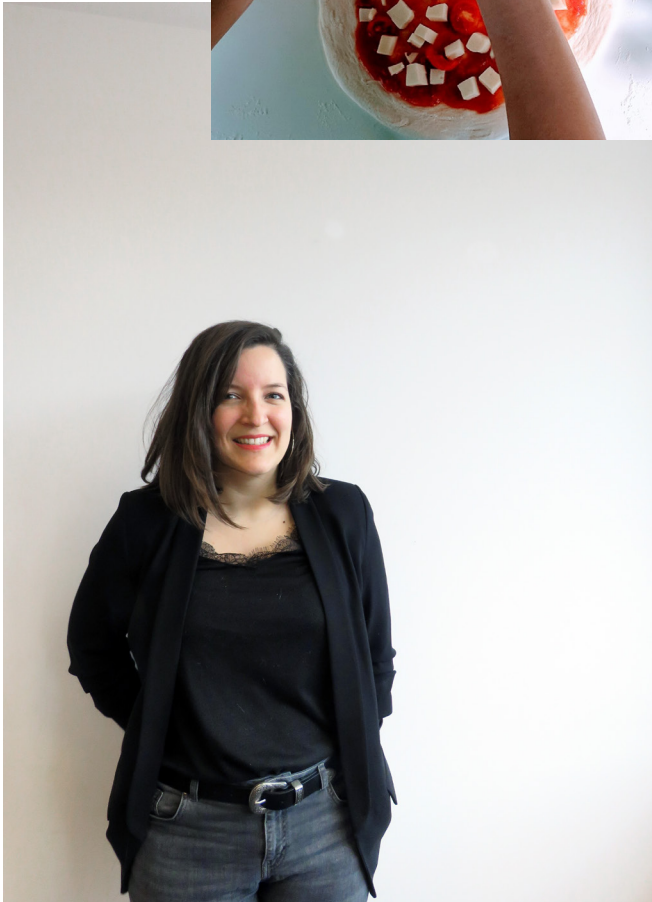
Sustainable culture of wine and moderate consumption: topics that remained at the heart of initiatives organised by our members like the **KVNW Symposium** on wine as part of a healthy and responsible lifestyle, a webinar on **Responsible Advertising** by DWA, the **Wine in Moderation Forums** organised by Bodegas de Argentina and Vinos the Chile, which focused on the Wine in Moderation programme and how to implement it at national level. And last but not least, the WiM Association was also invited to participate virtually at Sogrape's annual WiM week to present the latest updates on the Wine in Moderation programme and discuss the sustainability of the sector with other speakers present.

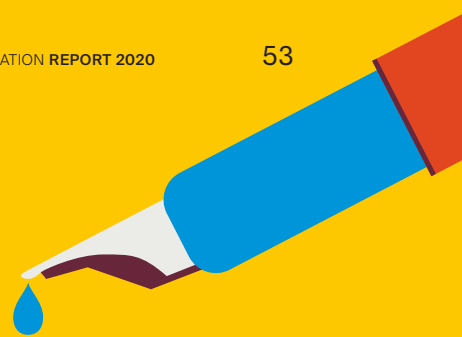
Our members' great initiatives were also recognised with prizes: the **Charter of wine for French wine clubs by Vin et Société** was recognised by the French President Macron, while the **Deutsche Weinakademie won the Promotional Gift Award** with their Wine in Moderation breathalysers.

Scientific webinars

As it has been the case since the launch of the Programme more than a decade ago, science has been at the centre of all our actions. Three Scientific webinars were organised with the Wine Information Council to put forward the latest scientific evidence on important topics related to wine and health. The topics covered last year included the J-curve "No safe level of consumption – fact or fad", "Wine drinking in context - any cancer risks?" and "Mediterranean diet – with or without wine?" and welcomed a great number of participants from around the world and different horizons. An initiative which will be continued in the years to come.







END NOTE BY THE SECRETARY GENERAL

As we celebrated the 10 years of the programme in 2018, it was indeed a great moment to take stock of everything that had been achieved so far, but most importantly to think about our way forward. Since the very beginning our aim has been to make a measurable contribution to the way people approach wine and to reduce alcohol-related harm.

As we enter this new chapter of our history, we strive to continue to improve, evolve and achieve excellence. Thanks to the tireless efforts of our members, the WIM Association released a new Brand Strategy and a new Association strategy marking its way forward and laying the grounds for the future of the Wine in Moderation Programme.

When we entered 2020, little did we know we would face one of the biggest pandemics the world has ever seen, challenging nations around the world, our health systems, the economic sectors, and us individuals: for better or worse, 2020 is a year that will definitely be remembered.

Last but not least, I would also like to take this opportunity to thank our outgoing Board and more specifically Ursula Fradera and George Sandeman, two leaders who have helped shape Wine in Moderation from the moment it was merely an idea, to now, as it has become the worldwide movement that it is today. With this we also bid a warm welcome to our newly elected Board members, Mr. Sandro Sartor who joins as President and Mr. Henrico van Lammeren as Vice-President, and Noémie Genevery, Moët Hennessy, who was re-elected for a new mandate, continuing her tireless efforts, and contributing with her important knowledge and expertise.

Looking back at 2020, we feel blessed having so many achievements to be thankful for. A year of challenges for sure, but also and especially of growth and innovation, that have laid the groundwork for exciting new projects which will be developed in the upcoming years. As **George Sandeman said** at the closure of his mandate as President of Wine in Moderation: ***“The people change, but the vision remains strong, the purpose clear and the mission unwavering.”***

We look forward to continuing working together towards a sustainable culture of wine inspiring healthy lifestyles and well-being.

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

A handwritten signature in black ink that reads "Frittella".





CHOOSE | SHARE | CARE

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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