

W I N E I N M O D E R A T I O N

The social
responsibility
movement of the
Wine sector

IMPLEMENTATION
REPORT | 2011
2012



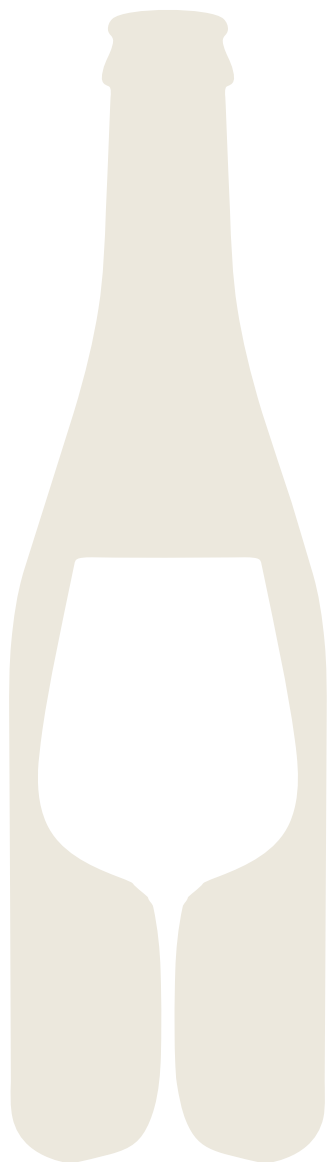
WINEinMODERATION.eu

Art de Vivre

W I N E I N M O D E R A T I O N

The social
responsibility
movement of the
Wine sector

IMPLEMENTATION | 2011
REPORT | 2012



WINEinMODERATION.eu

Art de Vivre

INDEX

FOREWORD	3
1. ABOUT	4
1.1. WIM PROGRAMME.....	4
1.2. WIM AISBL.....	4
1.3. REPORT 2011-2012.....	4
2. ALCOHOL AND HEALTH POLICY & STRATEGY	6
2.1. THE EU STRATEGY ON ALCOHOL-RELATED HARM	6
2.2. THE EU ALCOHOL AND HEALTH FORUM.....	6
2.3. EVALUATION OF THE EU STRATEGY AND THE EAHF	6
2.4. A COMMITMENT OF THE WINE SECTOR	7
2.5. MONITORING THE ACTIONS OF THE FORUM	7
3. WINE: A CULTURE OF MODERATION	9
4. WINE IN MODERATION COMMITMENT	10
4.1. WIM 1ST COMMITMENT PERIOD 2008 – 2010	13
4.2. POINT OF NO RETURN	16
4.3. WIM RENEWED COMMITMENT 2011 - 2013.....	17
4.4. OPTIMISING TOOLS & STRUCTURES WIM AISBL.....	17
5. WIM ACHIEVEMENTS 2011/2012	20
5.1. WIM AISBL	26
5.2. FRANCE – VIN ET SOCIÉTÉ	30
5.3. GERMANY - DEUTSCHE WEINAKADEMIE (DWA).....	32
5.4. ITALY - UIV & FEDERVINI	34
5.5. PORTUGAL - AEVP & ACIBEV	36
5.6. SPAIN - FIVIN & FEV.....	38
5.7. ACTIVITIES IN OTHER COUNTRIES	40
5.8. WIM AMBASSADOR: MOËT HENNESSY	48
5.9. WIM AMBASSADOR: SOGRAPE VINHOS SA.....	50
5.10. WIM AMBASSADOR: PERNOD RICARD WINE AFFILIATES	52
6. SUCCESS STORIES	54
6.1. SPREADING THE WIM COMMON MESSAGE	54
6.2. ART DE VIVRE TRAINING	60
6.3. SELF REGULATION.....	64
6.4. WINE INFORMATION COUNCIL	66
6.5. BUILDING PARTNERSHIPS.....	69
7. END NOTE - FUTURE PERSPECTIVES	72

FOREWORD



June 2013

The creation of Wine in Moderation–Art de Vivre (WIM) Aisbl, a non-profit association, in November 2011, took the commitment of the European wine sector to fight alcohol-related harm into a second phase.

Despite the particularly difficult economic conditions, the wine *filiière* remains committed to build on the recognized success of *Wine in Moderation* through its national constituents and meet the challenge of safeguarding the central place of wine in the gastronomic and cultural heritage of Europe. While the achievements to date have been important, they are just the first steps.

The goal of *Wine in Moderation* is to defend the culture of wine, its people, its territory, and its moderate consumption, in a socioeconomic environment which permits the sustainable development of responsible businesses as well as provoke cultural change in the approach to consuming alcohol. These principles, applied through the pillars of education, self-regulation and science-based information, have attracted new countries to join the WIM programme. Recent additions to WIM are Austria and Argentina and we look forward to welcoming additional countries during 2013.

In this second phase of WIM, the objectives are clearly to reach wine drinkers and consumers in general with the WIM Message of moderation and responsibility in the way they enjoy wine and approach alcohol in their day-to-day lives. The WIM programme aims to educate consumers, but it also encourages self-regulation in the marketing and sales of wine, as well provokes the

enforcement and monitoring of existing legislation and ensures that new legislation is science-based.

The new implementation report demonstrates that the WIM programme is being actively applied in the leading countries and by the Ambassador companies. In the spirit of WIM, the execution depends on the culture and capability of each country. From the high profile “*Quien Sabe Beber, Sabe Vivir*” programme in Spain, to the targeted programmes in Germany, Portugal and Italy, and the parallel project in France, the spirit and message of WIM are actively promoted to achieve the programme objectives.

In summary, this commitment made by the wine *filiière* to implement WIM remains very much alive and active, with a renewed commitment made to the EU Alcohol & Health Forum, and interest expressed by countries in Europe and other parts of the world. We firmly believe that WIM will continue to expand throughout the world, bringing the message of moderation and responsibility to consumers and changing the way that people approach alcohol.

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

1 | ABOUT

1.1 WIM Programme

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

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

WIM is a single common programme, which is centrally coordinated, but designed to be easily adapted into local needs & demands, respecting cultural diversity and regional identities.

1.2 WIM AISBL

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

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

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

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

1.3 Report 2011-2012

The WIM Implementation Report 2011-2012 presents a comprehensive and reader-friendly report of the great achievements made by the WIM programme at national and international level during the period 2011-2012 and lays out the steps moving forward.

The Report is based on the key performance indicators (KPI's) of the WIM commitment as reported in the submitted and evaluated intermediate commitment monitoring reports to the EAHF. Restrictions and limitations do apply in such a wide reporting exercise.

The WIM Programme is founded on the values of accountability and transparency. Previous period implementation reports can be found on the WIM's and the EAHF's websites.



2 | ALCOHOL AND HEALTH POLICY & STRATEGY

2.1 The EU Strategy on Alcohol-Related Harm

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

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

EU Alcohol & Health Strategy 5 Priority Themes:

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

2.2 The EU Alcohol and Health Forum

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

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

2.3 Evaluation of the EU Strategy and the EAHF

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

The current EU Strategy is expected to continue with the same priorities for the time being, areas for action and tools, including the EAHF. While in December 2012 EPSCO Council adopted Conclusions on Healthy Ageing welcoming i.e. *“the EU strategies on health determinants and common risk factors including a new EU strategy to support Member States to reduce alcohol-related harm”*, the harmful use of alcohol might be



addressed in the framework of a EU policy and action plan on chronic or non communicable diseases that the European Union is expected to formulate as from 2013.

and implementation of the WIM Programme by CEEV/COPA-COGECA/CEVI are the wine sector's commitment to the forum.

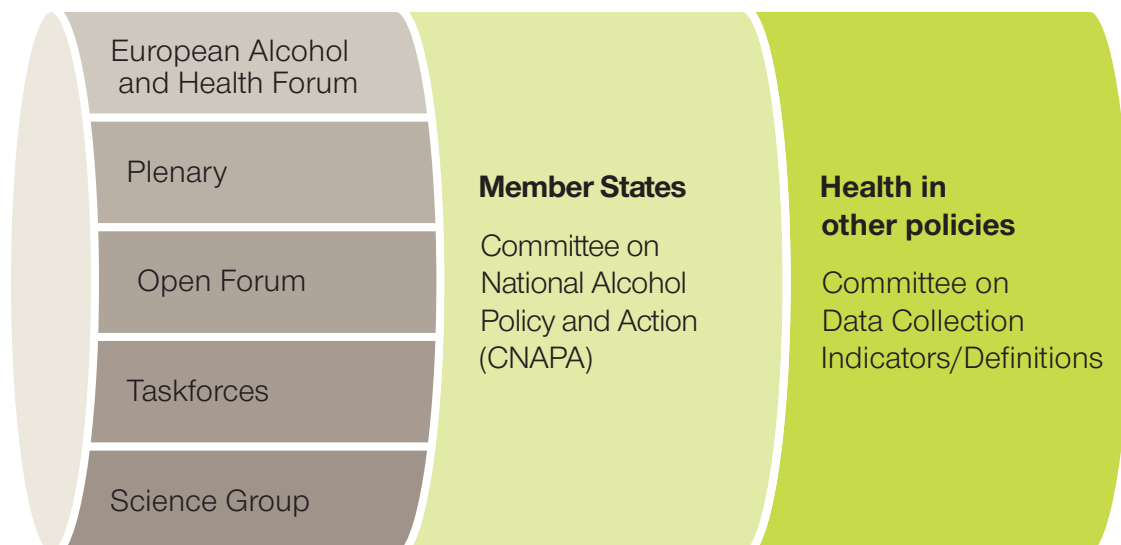
2.4 A Commitment of the Wine Sector

2.5 Monitoring the Actions of the Forum

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

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

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





WINE: A CULTURE OF MODERATION

3

Wine has evolved as part of life, culture and diet since time immemorial. As an enduring cultural symbol of fine-life, the role of wine has evolved over time, changing from an important source of nutrition to a cultural complement to food and conviviality compatible with a healthy lifestyle.

Nevertheless, in this long historical path, one thing remains unchanged and has never been neglected; the association of wine with gastronomy, history, tradition, origin, local quality products and dignified social settings.

Cultural appreciation of wine reflects the diversity of the wine regions, the *savoir-vivre* and culinary habits. Quality products incite moderate consumption patterns, as it is only by savouring wine moderately and slowly that its unique complex flavours and character can be fully appreciated and enjoyed.

The wine sector and its economic operators, bring an invaluable economic, social, agricultural and environmental contribution. Wine regions across the world produce an endless variety of superb products. While wine remains a natural product, technological innovations have provided better hygiene and control of the production process, contributing to the production of wines suited to contemporary consumers' palate. Today, with the overall consumption of wine declining, consumers increasingly choose higher quality wines to be enjoyed in moderation as part of a modern, sustainable and healthy lifestyle.

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

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

Recognising the health dangers and the negative social and economic consequences that can be caused by the misuse of alcoholic beverages and the fact that responsible consumption patterns of wine are perfectly compatible with a healthy lifestyle, today's culture of wine

must include a common stakeholder commitment to ensuring that responsible and moderate drinking remains the social norm.

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



4 | WINE IN MODERATION COMMITMENT

Wine is an agricultural product and viticulture is a central part of the life of numerous societies in Europe. Vine and wine growers, wine cooperatives, small wineries and bigger wine companies are actively participating in local societies, contributing to their economies, culture and environment, supporting a sustainable development. Sustainability and promoting sustainable living is thus integral to the wine sector and its everyday practice.

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

wine sector witnessed a lack of coordination and hardly any reporting of this wide range of actions that largely supported sustainability.

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

The WIM commitment - programme was launched with the aim to support initiatives that seek to reduce harmful alcohol-related behaviours in Europe, while preserving the cultural, environmental and economic place of wine in European society, on the ground that:

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

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



THE WIM PROGRAMME OBJECTIVES

<p>Disseminating a common message about moderation throughout the entire wine sector, using targeted communication materials, including brochures and presentations.</p> <p>REACHING OUT TO THE ENTIRE SECTOR WITH A COMMON MODERATION MESSAGE</p> 	<p>Educating key players and consumers about responsible consumption, through targeted education programmes, to encourage cultural change and to make moderation fashionable.</p> <p>INFORMING AND EDUCATING WINE CONSUMERS TO HELP THEM MAKE RESPONSIBLE DECISIONS ABOUT DRINKING</p> 
<p>Promoting responsible commercial communications, through the adoption of a common code of conduct for commercial communication, building on national self-regulatory codes.</p> <p>INTEGRATING MODERATION AND RESPONSIBILITY IN COMMERCIAL COMMUNICATIONS OF WINE AND WINE PRODUCTS</p> 	<p>Sharing best practice across the EU, by making all relevant scientific information available, and by stimulating identification of priority areas for additional independent research on health, social and cultural aspects of wine drinking in Europe.</p> <p>DEVELOPING AND EXCHANGING BEST PRACTICES TO PROMOTE MODERATION</p> 

PROGRAMME ARCHITECTURE



As the needs are different from one Member State to the other, the programme has been designed to adjust to local and cultural needs. The range of priorities, intensiveness of resources and modalities of the

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

KEY MESSAGE

GUIDE TO A MODERATE CONSUMPTION OF WINE

Key points to savour

Enjoy wine to its fullest

Drink slowly

Take the time to savour the wine's distinctive taste



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



Understand the wine you drink

Knowing where its unique character comes from makes drinking all the more pleasurable

Regular consumption

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



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

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

Pregnant women should avoid consumption of alcoholic beverages.

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

Always consult your physician in case of doubt!

Guidelines for low-risk moderate consumption

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



2



Up to 2 drink units a day for women

4



No more than 4 drink units on any one occasion



3



Up to 3 drink units a day for men



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

Alcohol consumption: terms of measurement

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



10cl of wine at 12% vol



10cl of sparkling wine at 12% vol



6cl of liqueur wine at 20% vol



7cl of aromatised wine at 15% vol

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



WIM 1ST COMMITMENT PERIOD 2008/2010

4.1

BRINGING THE EU WINE SECTOR UNDER A COMMON COMMITMENT

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

I. (March 2008–April 2009)

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

II. (April 2009–December 2010)

Deployment of the planned activities vis-à-vis actors in the wine value chain and broader audiences.

The achievement per objective can be summarised as follows:

Objective 1

Reaching out to the entire sector with a common moderation message

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

The WIM programme has been able to mobilise a critical mass of the leading organisations at EU, national and local level, in spite of the fragmented EU Wine sector, and to engage them in the effective design of a joint message. The Common WIM message has been created and translated into 7 languages, adjusted where necessary to local audiences culture and needs and supported by a number of communication material and tools (websites, spots, logos, slogan, posters, leaflets, banners, etc.) to provoke the spread of the moderation message. Guidance and training was provided to ensure that national members and other actors circulated the message in the spirit of which it was intended.

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

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

Objective 2

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

The second objective of the WIM programme was to inform and educate the wine sector and its consumers to encourage cultural change and make moderation fashionable. It responds to one of the priorities of the EU Strategy on alcohol-related harm, which is to inform, educate and raise awareness on harmful consumption so as to develop knowledge in society about appropriate consumption patterns.

Education and information are central to the promotion of the moderation message, involving:

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

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

The implementation of the "Art de Vivre" education has targeted as a priority the training of professionals and partners in the wine value chain as they are at the origin of the product at the top of the value chain, as well as the first ambassadors, multipliers of the WIM message vis-à-vis the public.

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

Objective 3

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

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

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

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

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

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

Objective 4

Developing and exchanging best practices to promote moderation

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

A central WIC online database tool, public and free, was launched in April 2009. Developed and updated under the supervision of a scientific advisory body board, it gathers relevant studies on the health, social and cultural aspects of wine consumption. All this literature is available and understandable to all and circulated in an understandable monthly newsletter.

The WIC website facilitates the sharing of experiences in promoting moderation and responsibility in wine consumption across the EU, as well as improving cooperation between existing national Wine, Health and Social Aspects Organisations.



OUR ACHIEVEMENTS AFTER THE 1ST COMMITMENT PERIOD 2008-2010

01

WIM COMMON MESSAGE

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

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

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

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

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

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

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

02

INFORMATION & EDUCATION

87 presentations were given of the Art de Vivre programme, a training/education programme for professionals/future professionals teaching about moderation and responsible drinking/responsible serving reached out over **24,000** people.

04

BEST PRACTICES

All the relevant Social Aspects Organisation across Europe have gathered under one umbrella platform for exchange and discussion, the Wine Information Council.

One single online database, **860** scientific articles, **17** monthly newsletter distributed to over **16,000** audiences.

03

SELF- REGULATION

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

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

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

4.2 POINT OF NO RETURN

TIME FOR THE NEXT STEP FORWARD

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

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

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

- Ensure the sustainable continuity and effective implementation of the WIM commitment by the wine filière vis-à-vis the relevant EU and international authorities;
- Increase the awareness of the WIM message and the support of the WIM programme across the whole Wine filière in the EU and in third countries;
- Reach consumers and opinion leaders and increase their knowledge, image, response & significance of Wine in Moderation – Art de Vivre message;
- Increase the implementation of Self-regulation in commercial communications within the wine filière/value chain;
- Strengthen the Wine Information Council and increase the dissemination of objective and science-based information about Wine & Health and Social Aspects;
- Extend the scope in the EU and other countries already implementing the WIM programme.

16

4.3 WIM RENEWED COMMITMENT 2011/2013

BUILDING ON THE SUCCESS: THE WAY FORWARD

In October 2011, following a broad consultation with EU authorities and WIM stakeholders at national and international level, the wine sector successfully renewed the WIM commitment to the EAHF for 3 more years (2011-2013), with updated priority focus, objectives & KPIs addressing the growing expectations that the programme's success has created.

Recognising the role of the wine sector as part of the European Cultural Heritage and the success of the programme and its contribution to the objectives of the European Alcohol & Health Strategy, the EC's recommendation was to further develop the WIM programme in more countries, to reinforce consumer information activities and go beyond reinforcing the presence of the WIM logo in society via bottles, restaurants, retail, media, where problems may be found and where its existence makes a difference.

Therefore retaining the same successful structure of the programme, the focus of the renewed commitment was aimed at consumers with the use of consumer information campaigns, an increase in the accessibility to comprehensive and science-based information, building partnerships with relevant stakeholders, engagement of opinion leaders, and professional education.

In addition high importance was given to the evaluation of the impact and the outcomes of the renewed programme activities. To successfully meet the challenges of the renewed commitment and its ambitious objectives, the sector decided to optimise WIM's tools and structures and largely invest into impactful actions and evaluation surveys.

OPTIMISING TOOLS & STRUCTURES

WIM AISBL

The WIM Aisbl is the non-profit organisation founded by the European wine sector to coordinate the European and International implementation of the Wine in Moderation – Art de Vivre Programme.

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

The Code of Ethics and the Way of Working for WIM Aisbl is based on the following Values.

Responsibility & Moderation

As communicators of the Values of Responsibility & Moderation WIM Aisbl is committed to embrace them in its business practices towards the environment, society and stakeholders.

Diversity & Collaboration

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

Credibility & Excellence

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

Transparency & Accountability

WIM Aisbl is friendly & open to share ideas and evaluates & reports our actions.

During the renewal period of the WIM commitment 2011-2013, the WIM Aisbl was appointed with 3 main missions:

1. WIM Deliver

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

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

Wine "Culture" Campaign

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

3. Consumer Information

Evaluate the WIM logo Labeling in Wine Products impact in bringing the WIM message closer to the consumer.

4. WIM AWARE

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

FUNDING - CONTRIBUTIONS

The necessary resources for the functioning of the Association are ensured mainly through subscriptions from its members. Other sources of revenues are EU funding, service fees and sponsorships.



MEMBERSHIP

While every actor of the wine value chain can apply for an Observer's membership, only EU National Associations or Wine Companies with their main activity in Europe can apply for Effective membership.

Nonetheless, all applications are carefully assessed in order to meet a number of selection criteria to successfully join WIM and become a WIM Aisbl Member.

- Their excellence and their commitment to promote social responsibility.
- Their ability and commitment to raise awareness on the effect of harmful drinking and promote responsible consumption patterns of wine and healthy lifestyle in larger consumer groups by disseminating the WIM Common Message and science-based information about wine, health and social aspects.
- Their ability and commitment to develop and implement national Art de Vivre educational programmes and to support the actions of the WIM organisation.

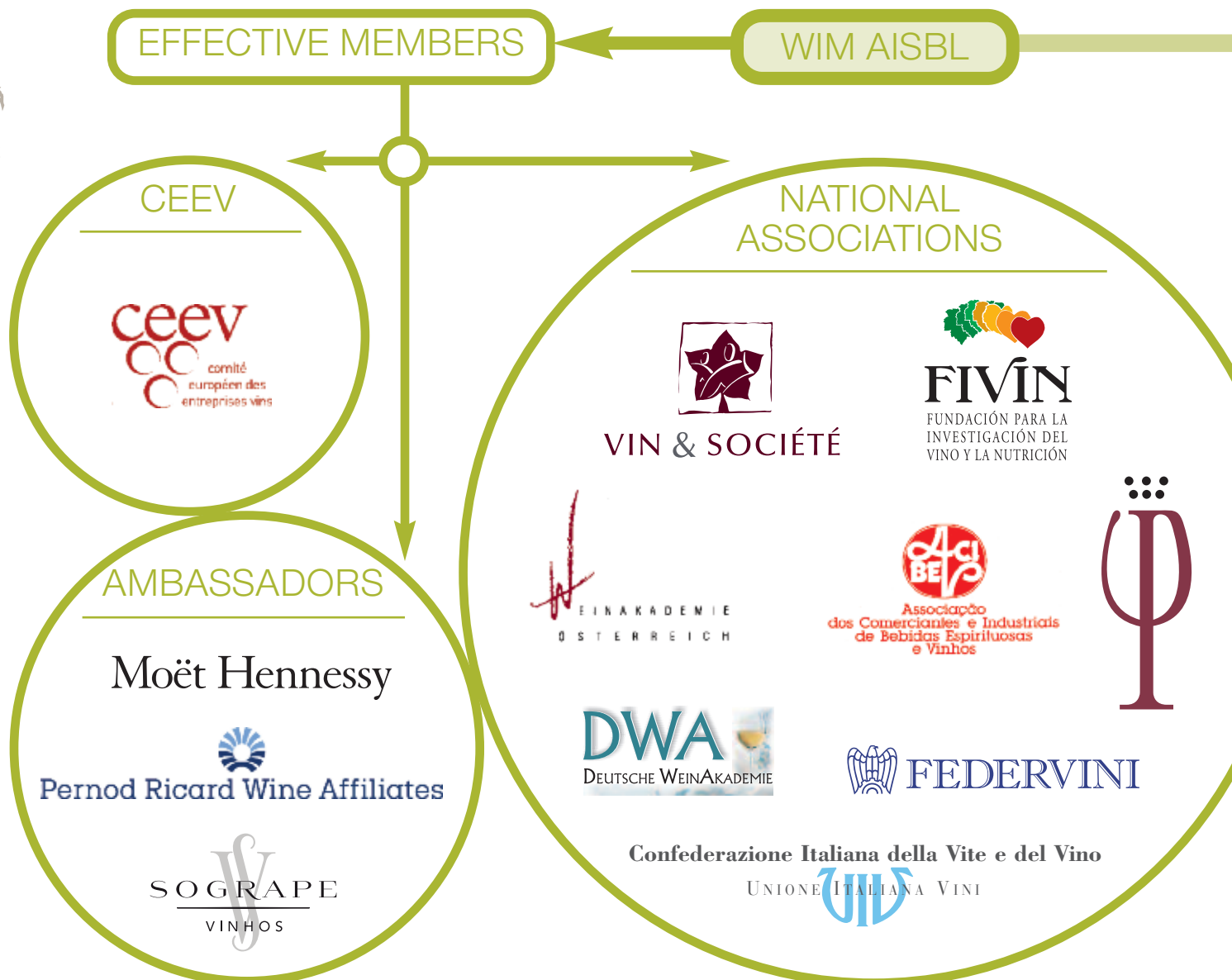
- Their commitment to sign-up the Wine Communication Standard and to integrate the WIM common Message in the organisation communication material and campaigns.
- Sharing national best practices through the Wine Information Council, by making all relevant scientific information available, and by stimulating identification of priority areas for additional independent research on health, social and cultural aspects of wine drinking.

WIM Aisbl has 2 membership categories.

Effective Members

CEEV is the representative body of the European wine industry, owner of the WIM commitment and the driving force of the Wine in Moderation Programme during the whole 1st commitment period.

When giving birth to the WIM Aisbl in 2011, it became one of the main members of the organisation, supporting the development of the WIM programme together with all other WIM members.



EU National Associations

- Representative bodies of economic operators in the wine sector (production, industry and/or trade) in one or more Member States of the EU.
- They sign the Wine Communication Standard and are committed to promoting the culture of Art de Vivre through the Wine in Moderation Common Message and to supporting the actions of the WIM organisation.
- Are responsible for planning and coordinating national WIM activities based upon the WIM Commitment and respecting the WIM Aisbl Strategic Plan.

Ambassadors

- Members of the national associations and/or a member of CEEV with a core wine production and business activity in EU countries.
- Excellence, notable wine brands and commitment to promote social responsibility.
- They sign the Wine Communication Standard and are committed to promote the culture of Art de Vivre through the Wine in Moderation Common Message and support the actions of the WIM organisation.

Observer Members (Wine Value Chain actors from EU or Third Countries)

- Any other company, institution, professional association, professional group, socio-economic, industry or professional body in the wine value chain can apply to be an observer member.

ASSOCIATED PARTNERS

In addition to the WIM Members, WIM has a number of Associated Partners that support the development of the WIM programme and the dissemination of the message across different wider wine value chain and at international level. The partnership is established with a Memorandum of Understanding that sets the values and principles and the framework of action.

The associated partners are the following:

HOTREC Hospitality Europe

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

FEVE - Friends of Glass

European Container Glass Federation (FEVE) is the association of European manufacturers of glass containers and machine-made glass tableware. The association currently have 59 glass manufacturing, packaging and tableware members who operate in 23 countries across Europe. Friends of Glass, launched in 2009 by the European Container Glass Federation, is a community of more than 20,000 consumers that prefer glass packaging for their food and drinks.

EURO-TOQUES

Euro-Toques International (ETI), the European organisation of chefs, gathers 2000 cooks and chefs from Europe and from the rest of the World. Its International Office coordinates a network of 17 national offices. All members of Euro-Toques adhere to a code of honor that commits to promote quality and culinary traditions of each country and parts of Europe.

European Advertising Standards Alliance (EASA)

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

OBSERVER MEMBERS



ASSOCIATED PARTNERS



5 | WIM ACHIEVEMENTS 2011/2012

Building on the Success

When the WIM programme was launched 5 years ago (2008) it was a big step for the wine sector. For the first time, all relevant actors within the European wine industry had come together to develop a holistic, comprehensive programme to promote responsibility and moderation in wine consumption.

While in the first commitment period efforts were placed to raise awareness and knowledge over the whole European wine sector and unite them under one common commitment, this second commitment period provides the opportunity to exploit the power of the united wine sector and drive change in society, securing moderate consumption as social and cultural norm.

Despite the particularly difficult economic conditions the WIM aisbl has managed to increase its funding, recruit new members and establish partnerships of action, expanding the WIM programme beyond the Institutional level and EU borders.

With the broad consumer campaign and traditional methods, with the voluntary WIM logo labelling Pilot Project and the partnership with the hospitality sector, WIM has not only increased the knowledge and skills of professionals, it has also met the challenge of bringing the WIM message to the consumer (in restaurants, bars & homes) and it has helped increase the knowledge over responsible wine drinking patterns and the effects of harmful drinking.

A wide consultation took place during the 1st semester of 2011, to assess results and needs in the complex global environment and identify strengths and opportunities as well as weakness and threats that would lead to a successful renewal of the WIM commitment to the EAHF.

In the 2nd semester, efforts were focused on the development of the proper and necessary structure. The more ambitious target, the step towards consumers, the need of evaluation as well as the expansion of WIM in more countries required a strong coordination and support.

The creation of non-profit international umbrella organisation to coordinate the international implementation of the programme answered these needs. Nonetheless, the or-

ganisation had to be carefully planned and structured to allow its proper positioning and its sustainability in a time of an extraordinary economic crisis. At the end of 2011 (24/11/11) the Wine Sector celebrated in Brussels, together with high representatives from the wine sector national & regional constituencies, wine value chain actors and many other stakeholders across the EU, the launch of the renewed commitment, the birth of the WIM Aisbl.

Although at central level the wine sector was carefully outlining its next steps, at national and local level, WIM members not only sustained action but further scaled up the implementation of WIM commitment, increasing participation by the whole wine filière and reaching more citizens.

In 2012 focus was placed on ensuring the growth of the WIM association and programme, by enhancing activities in countries where WIM was already implemented and expanding implementation in more countries in Europe and beyond.

Actions towards improving WIM's message's impact on consumers were taken by launching information and communication pilot projects and campaigns, new partnerships and optimising communication tools.

In parallel, the ever going partnerships and activities towards raising knowledge and significance about the WIM programme and the alcohol-related problems over the myriads professional of the wider wine filière (in direct contact with the consumer) were successfully continued and increased.

During 2012, the WIM common message was disseminated, with hundreds of professionals investing their working time and experience, to develop structured WIM-related activities in at least 17 Countries (AT, AR, BE, CH, CY, DE, ES, FR, GR, HR, HU, IT, PT, RU, SE, TR, UK, US) as well as at European and international forums and meetings.

The 3 supporting pillars of the WIM programme—Art de Vivre, Wine Communication Standards (WCS) & Wine Information Council (WIC) were developed as independent, but interlinked, tools that can work at different speeds according to the specific national priorities and needs to serve the objectives of the WIM programme.

The WIM organisation acts as the umbrella association providing the necessary coordination through training & guidance to properly develop the WIM programme and circulate the message in the intended spirit.

Number of people involved

2011

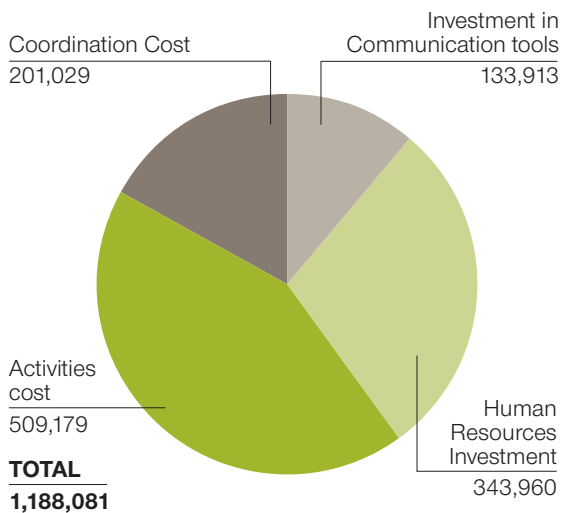


2012



Costs 2011

Euros



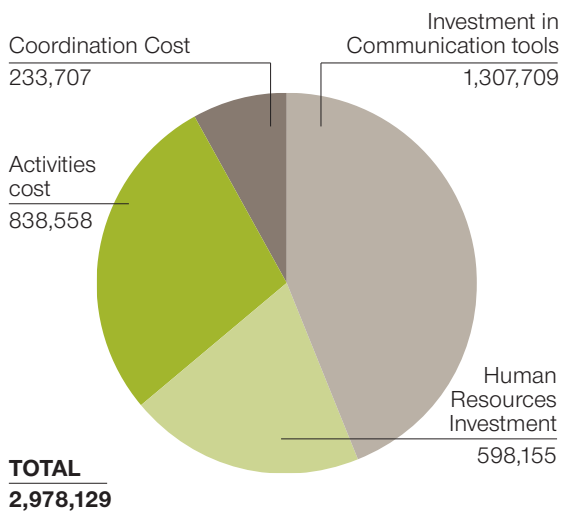
Number of working days

2012



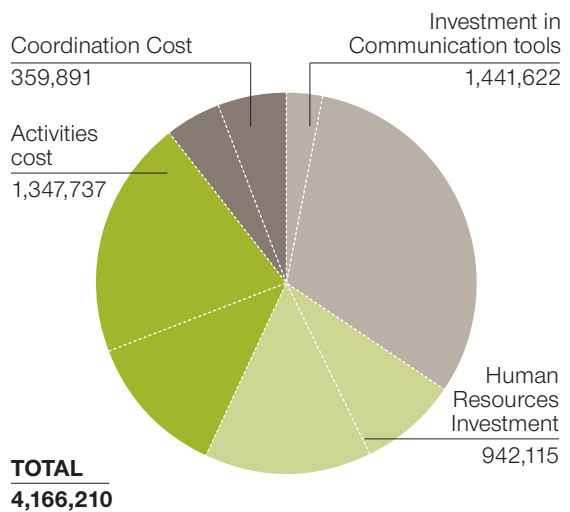
2012

Euros



2011/2012

Euros



Objective 1: Spreading the Message

At national level, WIM's efforts managed to reach broader audiences among the wine value chain profession, the wine consumers and the public in general, through:

- specific media companies or generic campaigns linked to the WIM message;
- insertion of the WIM logo and tagline in wine companies' commercial communication;
- communication of the WIM message in high diffusion news magazine and TV shows;
- commitment of wine opinion leaders, who use their power to expand the reach of the WIM message.

In parallel, efforts achieved to expand the geographical reach of the WIM message and identify and optimise approaches and tools, aimed at enhancing its dissemination and impact .

While sustaining and enhancing successful communication activities of the previous years, 2012 was the year that large communication campaigns were launched (i.e. "Quien Sabe Beber, Sabe Vivir" Campaign) reaching broader audiences and establishing moderation as a culture.

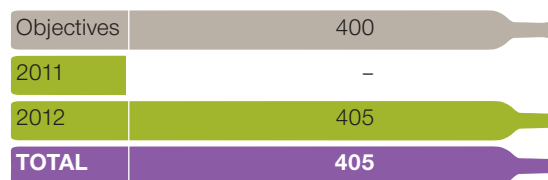
In parallel the Pilot Project (PP) of WIM logo/web-address voluntary labelling in the WIM ambassador companies wine products, launched in June 2012 by WIM Aisbl (see evaluation details below) will help to reflect and identify the best ways to pass on information to the consumer.

The partnership with the Hospitality sector for advancing action and collaboration at national level, has multiplied activities and their impact towards education and prevention of irresponsible communication and sales. Two more national partnerships have been added in the established collaboration in Spain.

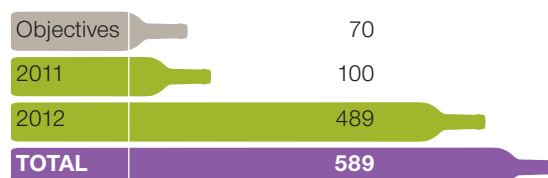
WIM geographical reach has been expanded with the recruitment of new members & actors in Austria, Croatia, Argentina and with awareness raising actions in the USA and Turkey.

Communication of the WIM message

Number of entities across Europe participating actively in the dissemination of the WIM Common Message



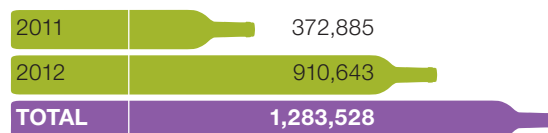
Number of events organised and/or taken part in by WIN-related associations



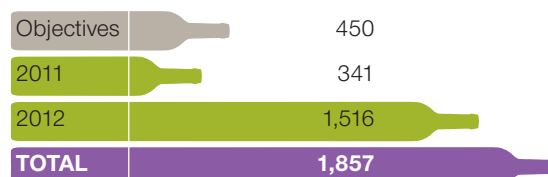
Number of opinion leaders communicating the WIM message



Number of communication products disseminated



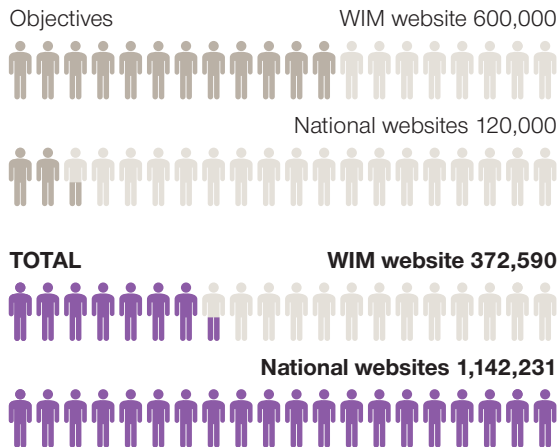
Number of references of WIM in the media



Number of people participating in WIM-related events/actions important



Number of web site unique visitors



Objective 2: Increasing Knowledge

Actions under the educational pillar retained focus on professional partners in the wine value chain since they are upstream from the value chain, as well as the first ambassadors, multipliers of the WIM message vis-à-vis the public. Efforts managed to reinforce and expand partnerships with educational establishments and key professional actors/associations. A number of valuable training programs, targeting either wine companies' staff or professional schools successfully continued, while new programs were launched.

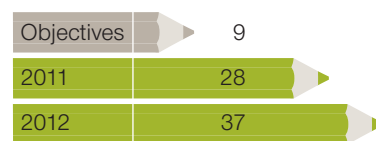
In July 2012 the VET-Art de Vivre Partnership Programme (funded by the EC) was launched, bringing together 9 actors from 7 countries. The Partnerships work towards supporting the development of information and education programmes and developing efficient common approaches by:

1. exchanging best practices;
2. identifying market-training needs & gaps;
3. proposing skills & knowledge that should be included in key job profiles and training curricula.

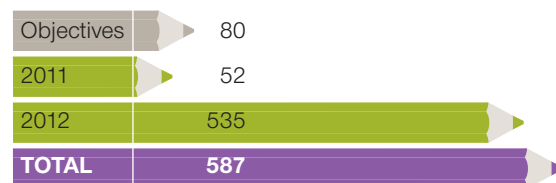
All in all, 598 educational programmes were provided by more than 33 training institutes and companies (e.g. wine tourism, tastings, edutainment activities, etc.), helping increase the knowledge of professional and wine consumers.

Education

Number of active "Art de Vivre" educational programme providers



Number of "Art de Vivre" trainings



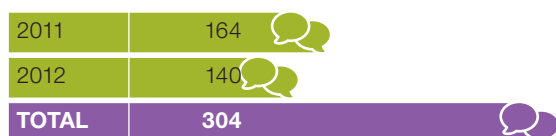
Objective 3: Self Regulation Wine Communication Standard (WCS)

Promoting responsible commercial communications is pursued through the implementation of the Wine Communication Standards (WCS), which looks at building on existing self-regulation schemes and expand the self-regulation commitments where they did not exist, along the lines of the best practice elements identified during the Round Table on Advertising Self-Regulation.

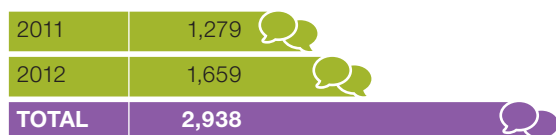
Activities focused on further enhancing the implementation of WCS and expanding the active engagement of the wine Filière. More than 304 new entities undersigned the WCS during 2011-12, and successfully joined the WIM programme increasing the overall number of WIM-related logo included in web and corporate communication and sustaining a large exposure of people to the WIM message.

Wine Communication Standard (WCS)

New entities joining WCS



WIM-related logo included in webs and corporate communication



Objective 4: Wine Information Council (WIC)

A central (WIC) website database tool was launched in 2009. Developed and updated under the supervision of a scientific advisory body, it gathers relevant studies on the health, social and cultural aspects of wine consumption, making this literature available and understandable to all in particular through monthly newsletters. The WIC website facilitates the exchange of sound scientific information, as well as a better cooperation between existing national relevant organisations.

About 285 new entries were registered in the WIC database following the scientific selection criteria, 11 newsletters were broadly disseminated and 19 WIC-related activities took place, enhancing scientific dialogue.

On 2012, focus was placed to restructure the communication tools (website,newsletter) making them more relevant to the WIC audience and helping them better reach WIC objectives, especially in understanding drinking patterns and alcohol-related harm.

Wine Information Council

Number of new scientific articles in the WIC database



Number of WIC related events



Impact Evaluation

WIM Measurable and Tangible Contribution

On the one hand the growth of the WIM programme and its ever expanding actions and on other hand the growing need of society to see and feel results of action, lead us to increase accountability action and evaluation of impact.

During this commitment period 3 impact evaluation surveys were launched.

1. WIM logo/Web-address voluntary labelling Pilot Project.

The assessment will be conducted by the 3rd Body Wine Intelligence and will take place from June 2012 to March 2014. The survey will take place in 3 countries (Spain, Belgium, Sweden) out of the 27 countries where the products with the WIM logo/web-address have been placed and will be conducted in 2 waves, with the participation of 3000 respondents/per wave. It will measure overall WIM awareness and consumer knowledge of moderate and responsible drinking. In complement to the survey, an on-line poll has also been created to identify and measure WIM website traffic sources, such as the labels.

2. "Quien Sabe Beber, Sabe Vivir" Campaign (Spain)

In the frame of the campaign (2012-2014) an evaluation survey with eye-tracking assessment & on-line interviews is conducted by the 3rd body Milward-Brow to measure the impact of the advertising campaign. 3 annual surveys are planned for the period of the programme.

In addition, the 2nd evaluation of the Wine in Moderation Seminar (DWA, Germany) was launched. 800 students from 7 Professionals Schools participate every year, by answering the same questionnaire 3 times: before, just after the seminar and 3-4 months later.

The results of all surveys will be presented in the commitment final report in June 2014.

Reporting

Measuring Key Performance Indicators.

The performance of WIM commitment is based on Key Performance Indicators to measure the investment (input) and results (output). In addition to the standard set of indicators asked by the EAHF, WIM has placed additional indicators to better measure and present performance.

Following the reporting procedure of previous years, an analytical questionnaire was sent to all WIM national contact points to report on these KPI's in 2011. In 2012, we have advanced reporting procedure with the use of an on-line survey tool (survey monkey) which helped increase the

responses (especially from companies) and facilitated collection and analysis. One questionnaire was addressed to Associations (WIM Aisbl members, contact points (15 responses) and the other one to companies (132 responses - including WIM Ambassador Companies) actively participating by developing concrete WIM actions.

The significant increase from 2011 to 2012 is not only due to the scale up of action from the wine sector and the increase of the entities participating in the report but also to the launch of the wide consumer campaign in Spain.

All data was carefully assessed and interviews were organised when doubts arose. Restrictions and limitations do apply in such a wide reporting exercise of a fragmented agricultural sector, such as the wine sector. All national contact points made considerable efforts to report the results of their activities, even though tracking performance in a number of KPIs exceed the scope and the abilities of some members. As a result, the reach and the impact of some WIM related activities were sometimes not measured and/nor reported. Therefore, even though the performance of WIM programme surpassed our expectations, it is safe to consider that the actual performance is higher than reported here.



5.1 WIM AISBL

The WIM Aisbl is the non-profit organisation founded by the European wine sector to coordinate the European and International implementation of the Wine in Moderation – Art de Vivre Programme. Today, WIM counts 15 members, among them, national associations, institutes and leading companies.

During the period of 2011-2012, WIM Aisbl successfully managed to pursue its mission and meet its objectives. Following the birth of the organisation at the end of 2011, WIM Aisbl took during 2012 its first step on the international market and managed to position itself as the reference organisation of the whole wine business in the area of social responsibility. Today, the quintessence WIM Aisbl's success can be captured, in the significant increase of its membership and funding, despite the extraordinary economic and financial crisis.

Commitment Delivery

Under its first mission, the delivery of the WIM commitment to the EAHF, WIM Aisbl has measured and reported annually the performance of the WIM commitment/programme implementation at local, national and international level and successfully submitted 2 annual intermediate reports to the European Alcohol and Health Forum. WIM has also supported the wine sector commitment in 4 consecutive presentations of the programme and its pillars in both the Plenary and Open Alcohol & Health Forum meetings.

More than 20 working meetings were organised, providing a platform to exchange best practices and assisting the proper development of the WIM programme at national and international level.



Bring the message closer to the Consumers

Under its second mission, to bring the WIM message closer to the consumer building on the values of Wine Culture, the Organisation has launched the Pilot Project of the WIM logo voluntary labeling and its impact evaluation.

Simultaneously and looking towards further empowerment and engagement of consumers, WIM has undertaken a wide exercise to optimise its communication tools and make the Wine in Moderation-Art de Vivre campaign more powerful and more appealing to the general public, promoting moderation as a fashion and responsibility as a culture.

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

Raise Awareness - Build Partnerships

The big annual events, 2 so far, organised every November have managed to bring forward the great achievements of the WIM members at national level and provide a base on which to reflect for future planning.

With its participation at International and European meetings, events and conferences, such as the International Wine and Vine Congress and the European Wine Bloggers Conference, to name a few, WIM Aisbl has managed to raise knowledge and significance of the WIM programme to influential wine professionals and has received valuable feedback for the further development of the programme.

Answering the call of building partnership with other sectors and especially those close to the consumer, WIM has established a number of partnerships, the one with HOTREC, the European Hospitality Sector standing out.

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



Only by acting locally and understanding local needs and interests can this programme be successful globally. Even though WIM Aisbl is an international organisation it is taking action at a local level. Based in Brussels, WIM has supported with the WIM message the 1st Brussels Wine Week organised by the Bruxelles Region in collaboration with Vino Magazine, in the framework of a year devoted to gastronomy (Brusselicious), and is developing partnerships with Belgian educational institutes and authorities.

Increase Knowledge

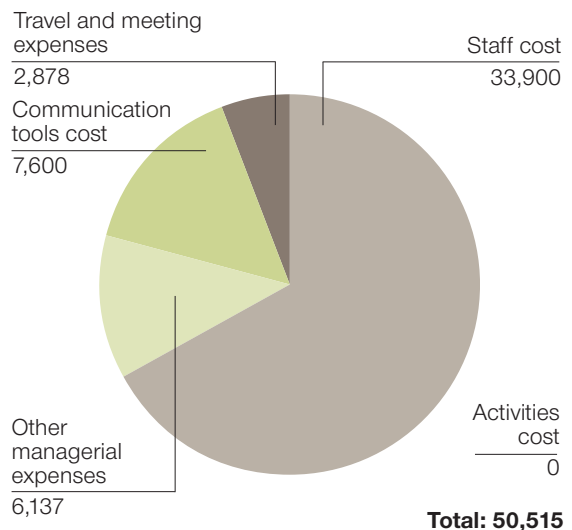
Even though wine consumers are in the focus of this commitment period, WIM has never stopped actions to empower professional with the necessary skills and knowledge to effectively prevent alcohol-related harm.

Under the WIM pillar of education, WIM is leading the Art de Vivre Partnership programme on Vocational Education and Training (VET), funded by the EC with the participation of 9 partners from 7 countries, to identify and understand training and market needs and propose common innovative training approaches and tools.

Under the pillar of Science and Exchange of best practices, WIM Aisbl with the support of the Scientific Advisory Group has successfully restructured the Wine Information Council website providing an effective and user friendly web tool to improve dialogue and the access to science-based information.

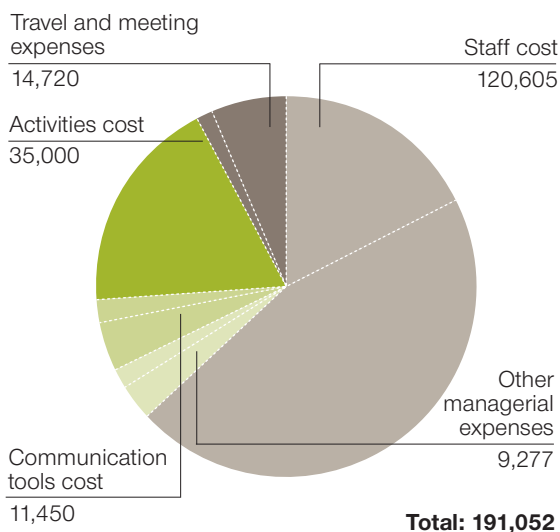
Costs 2011

Euros



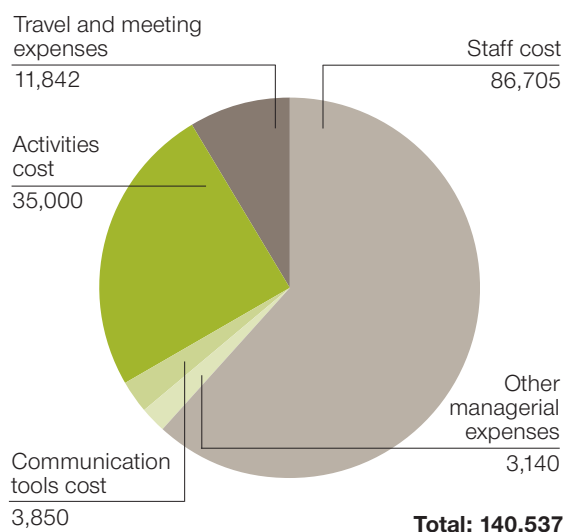
Costs 2011/2012

Euros

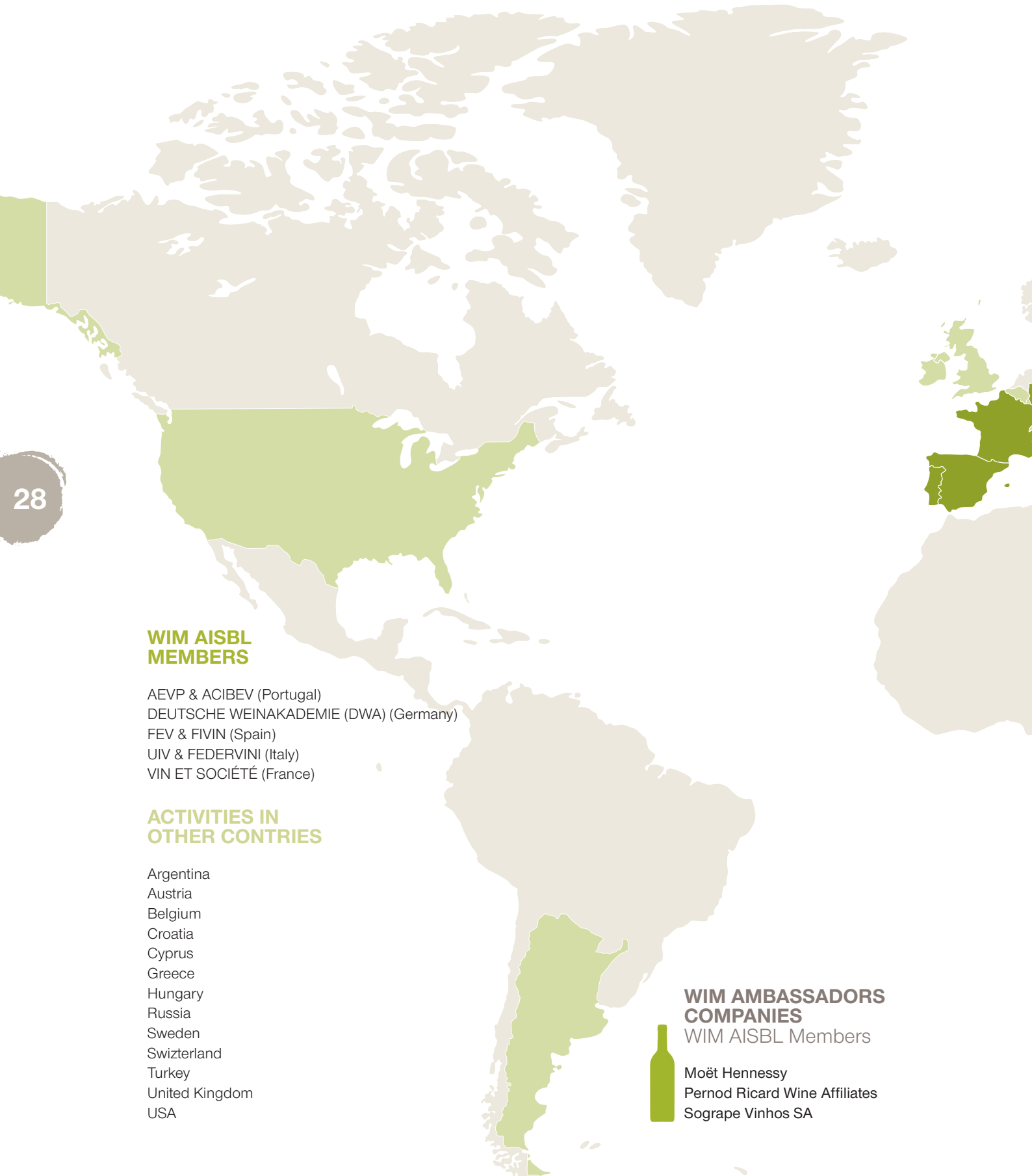


Costs 2012

Euros



NATIONAL ACTIVITIES BY WIM AISBL MEMBERS



WIM AISBL MEMBERS

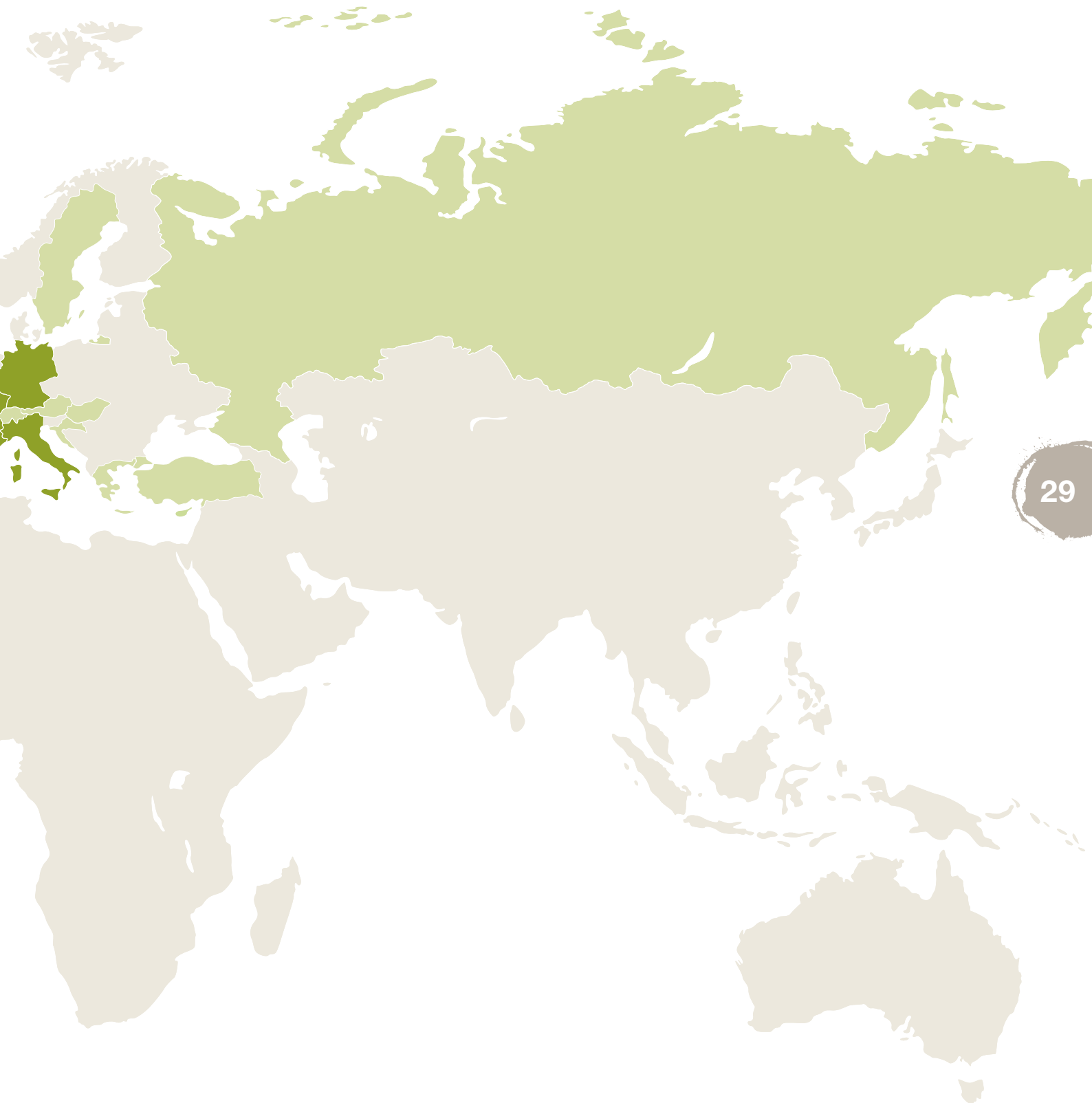
- AEVP & ACIBEV (Portugal)
- DEUTSCHE WEINAKADEMIE (DWA) (Germany)
- FEV & FIVIN (Spain)
- UIV & FEDERVINI (Italy)
- VIN ET SOCIÉTÉ (France)

ACTIVITIES IN OTHER COUNTRIES

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

WIM AMBASSADORS COMPANIES

- WIM AISBL Members
- Moët Hennessy
- Pernod Ricard Wine Affiliates
- Sogrape Vinhos SA



FRANCE VIN ET SOCIÉTÉ



VIN & SOCIÉTÉ

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

Its members are:

- 22 regional interprofessions which represent all winemakers by region.
- 7 national organisations: Trade (UM-Vin); production (CNAOC, Vignerons indépendants, ANIVIN de France, CCVF, CFVDP); CNIV.

During 2011-2012 period, Vin & Société's priorities focus on the communication of drinking guidelines and the "culture" of wine, safeguarding drinking in moderation as a social norm. With an investment of about 2 million euros to develop large communication campaigns and educational activities, the French wine sector through V&S managed to reach the french society (consumers, professionals and other stakeholders) and raise awareness and knowledge

Spreading the WIM message

In addition to the award winning web platform of Vin & Société which is constantly being updated with articles and content explaining what is moderate consumption and promoting responsible and cultural drinking, the association reached wider audiences with the development of 2 large campaigns:

1. Manifesto "Wine, getting the full measure"

In an act to bring together all stakeholders around a common commitment, Vin & Société published and disseminated a manifesto declaring the pride of the French

Wine Industry towards its products and its responsibility concerning its consumption. The Manifesto was adopted and signed by all wine regions in France and many politicians, gathering thousands of signatures.

2. Repas divin (Divine Meal)

A programme broadcasted by French TV channels, web TV and the Internet has successfully been informing and educating consumer about responsible and moderate drinking guidelines and "art de vivre". Building on the cultural dimension of wine, which is an integral part of French history and patrimony, and vector of sharing and conviviality and by presenting wine pairings, wine tourism and providing alongside the message for moderation and responsibility "tasting minute", Repas Divin managed to successfully pass the message of moderation to consumers in a positive and friendly way.

Increasing Knowledge

Raising knowledge and providing tools for making responsible choices is also high in the agenda of Vin et Société.

The memento "Wine and health", which is updated on a yearly basis, is distributed to professionals, providing a current overview of the positive effects of a moderate consumption and the risks associated with an excessive consumption of wine. Drinking guidelines (small cards) and breathalyzers (400,000 in 2012) are distributed during wine tastings in various French Regions.

A number of French regions (e.g. Decouvre/Bourgogne, Gironde Verte , Alsace Agriculture) have developed digital platforms to educate students to the importance of taste,

LES REPÈRES POUR CONSOMMER LE VIN À SA JUSTE MESURE

1 jour
d'abstinence par semaine

2 verres maximum par jour pour les femmes

3 verres maximum par jour pour les hommes

4 verres maximum en une seule occasion

LE VIN, ET S'IL EN PRENAIT TOUTE LA MESURE

NOTICE DE CONSOMMATION

LE VIN, ET S'IL EN PRENAIT TOUTE LA MESURE

PRODIGEZ CE MANIFESTE DE VIN & SOCIÉTÉ ET SIGNEZ-LE SUR WWW.VINETSOCIETE.COM/LEVINMANIFESTE

VIN & SOCIÉTÉ

aromas and vine culture. The objective is to show the importance of this patrimony in France and give them the necessary skills and knowledge. Educational material is also provided to teachers and the content is specific to each student level.

Science

Annually, an independent firm assesses, evaluates and summarises all studies about wine, alcohol and health in order to update scientific expertise of Vin & Société concerning "Wine and Health". This study is also used to update the "Wine and Health" Memento distributed to professionals.

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

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

As French law (Loi Evin) is more restrictive than the WCS, the communication standards were not adopted.

Communication of the WIM message

Number of communication products disseminated



Number of media references



* 2,000 h. of TV for Repas Divin.

Number of people participating in WIM-related events/actions

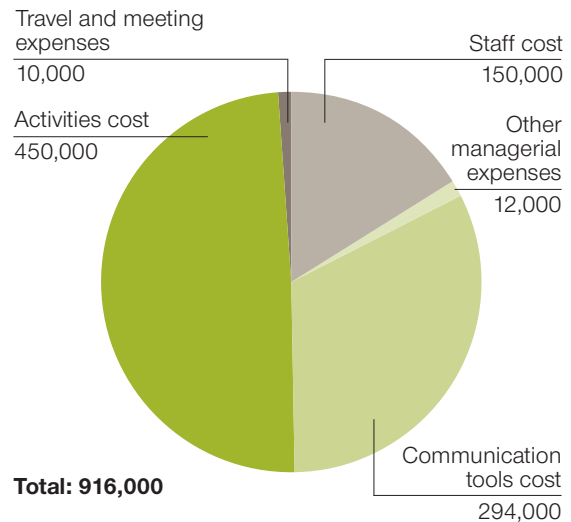


Number of web site unique visitors



Costs 2012

Euros



Total reported investment



Number of people involved



Number of working days 2012



5.3 GERMANY DEUTSCHE WEINAKADEMIE (DWA)



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

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

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

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

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

In addition, the WIM message was delivered to 260 health professionals and stakeholders (high profile multipliers) during several events like at the renowned German Heart Centre in Berlin and at the National Health Prevention Conference in Dresden. All in all, by investing in education the DWA not only managed to efficiently raise awareness and to sensitize professionals on wine, health and social aspects but more importantly to increase their knowledge

and skills to adequately inform consumers based on current and robust scientific evidence.

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

Spreading the WIM message

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

Increasing Knowledge

The success of these WIM seminars in professional and sommelier schools was evaluated by analysing the responses of a questionnaire covering basic knowledge. The results indicate a significant increase in knowledge and there is a trend that this knowledge is sustained. Based on these excellent results, the seminars are now part of the curriculum in all wine-related professional schools.

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

Self-Regulation

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

Science

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

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

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

Communication of the WIM message

Number of people participating in WIM-related events/actions



DWA-WIM website visitors



Number of communication products disseminated



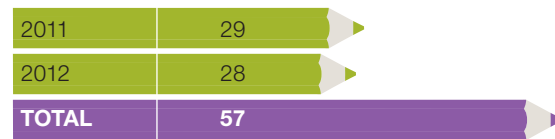
Building Partnerships

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

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

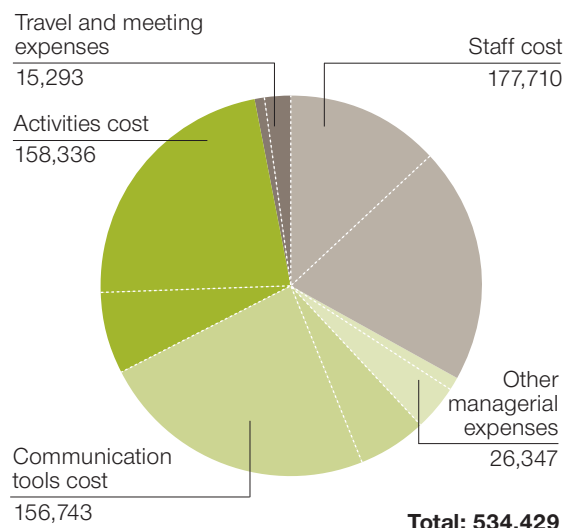
Education

Number of “Art de Vivre” trainings



Costs 2011/2012

Euros



5.4 ITALY UIV & FEDERVINI



Confederazione Italiana della Vite e del Vino
UNIONE ITALIANA VINI

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

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

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

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

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

Spreading the Message - Increasing Knowledge

In the field of education UIV has targeted both professionals and the general public. With their participation at the EU funded "VET-Art de Vivre" Partnership programme, UIV placed efforts to create a framework for the education and training of wine-related professionals in the area of wine, health and social aspects and the risks of the abusive use of alcoholic beverages.

With training sessions aimed at helping young adults discover their own senses, UIV aims to diffuse the culture of drinking in moderation and to prevent the unsociable behaviour and risks associated with the excessive consumption of alcohol. With a funding from the Italian

State, UIV has launched the "Ascolta I tuoi Sensi" project with the general aims to: a) contribute to the education of young Italians, to help them develop a responsible, healthy and moderated attitude towards alcoholic beverages and promoting this attitude as "cool". The main strategies are: *Creation and Implementation of a training programme* which uses sensory analysis as a tool to involve, stimulate and educate; *promotion and communication of the training programme* using opinion leaders relevant to the target segment and the topics covered.

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

In parallel, to education activities, Federvini's campaign "Lo Stile Mediterraneo" promoting the Mediterranean way of life based on the values of balance and harmony, was recently enriched with an online campaign: "Io Vivo Mediterraneo" where the typical Italian (responsible) drinking pattern becomes a statement. A Drink Test App was also created to support the campaign.

Education

Number of active "Art de Vivre" educational programme providers



Number of "Art de Vivre" trainings



Communication of the WIM message

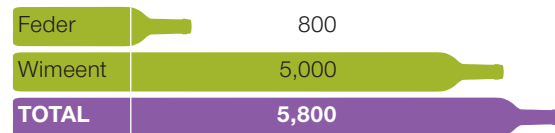
Number of participants in different activities



Number of web site visitors



Number of communication products disseminated. 2012

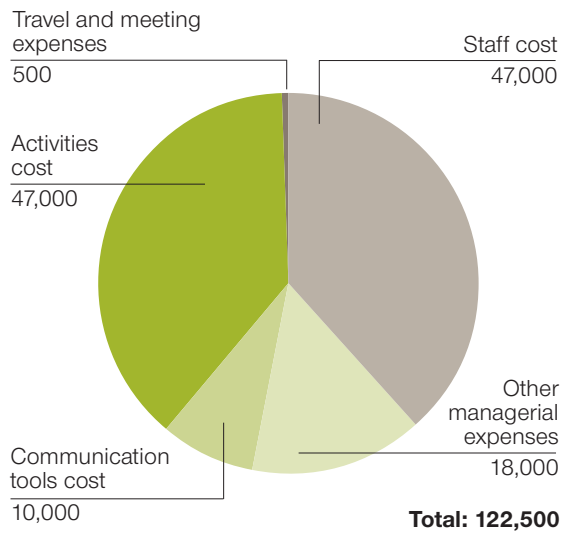


Number of WIM dedicated events or events with WIM actions, 2012



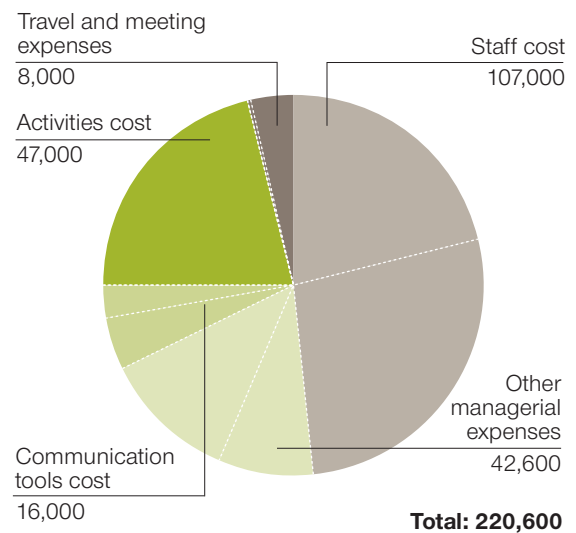
Costs 2011

Euros



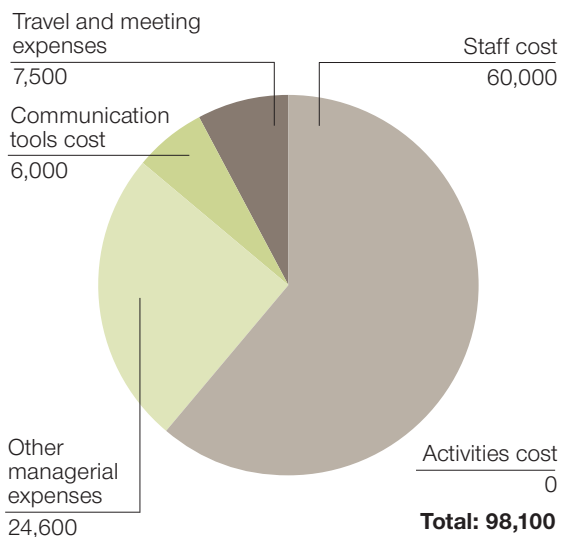
Costs 2011/2012

Euros



Costs 2012

Euros



5.5 PORTUGAL AEVP & ACIBEV



The Association of Port Wine Companies (AEVP) is a private non-profit organisation, which was established in Portugal in January 1975. AEVP comprises 16 Members who currently represent about 90% of the total sales of Port Wine and 35% of the total sales of Douro wines with PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), a rare percentage that reflects its unchallenged position in the industry.

ACIBEV - "Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos", established in January 1975, is the national trade association, which represents the wine, spirits, vinegars and wines derivatives sector and trade in Portugal. ACIBEV currently represents a significant part of the turnover of this sector, among which are the largest national exporters of Portugal and most of the leading companies in the various appellations and GIs with brands which add value to Portuguese wines.

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

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

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

Spreading the WIM message

Dissemination of the common message is the pillar that both association has been particularly active on during 2011/2012. AEVP has undertaken important actions among which: the creation and management of the website www.vinhocommoderação.pt, a monthly newsletter about the WIM Programme supported by WIM Ambassador Sogrape Vinhos SA, the participation at important and large events, the development of ads destined to cinemas and street panels as well as brochures, leaflets and flyers.

These activities have been complimented by ACIBEV's wide scale national TV campaigns. In 2011 the production of a 30-second film of the campaign "Wine In Moderation" dedicated to the consumer, was broadcasted during the pre-Christmas period on the main Portuguese televisions (channels RTP1, RTP 2, SIC, SIC Noticias and SIC Mulher) 108 times. The campaign was repeated on 2012 Christmas Period (19/12/12 - 02/01/13), the new 30-second film of the "Wine In Moderation", campaign was showed on Portuguese television (channels RTP1, RTP 2, SIC, SIC News and SIC Mulher) 151 times, (43 times more than in 2011).

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

Increasing knowledge

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

Self-Regulation

AEVP and ACIBEV have disseminated the Wine Communication Standards (WCS) to all their members and encouraged them to apply it to their commercial communications on wine and wine products. Since

ICAP (the Civil Institute of Self-Discipline in Commercial Communications) is responsible for monitoring the Portuguese self-regulation code of alcoholic beverages, both AEVP and ACIBEV have negotiated the adoption of the WCS and expect this to be concluded in 2013. AEVP currently monitors the application of the WCS by the WIM Portuguese members (with a focus on advertising in wine magazines).

Building Partnerships

At the end of 2010 AEVP counted 89 Portuguese members, today there are 155. In order to further enlarge the number of Portuguese WIM members, AEVP actively contacts national Associations and wine companies. It is also AEVP's goal to create a WIM Observatory which will incorporate a wide range of stakeholders in the near future (Winemakers, Scientists, Regulators, Universities, Students Parents Associations, Road traffic Police, etc.).

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

Communication of the WIM message

Number of communication products disseminated



Number of people participating in WIM-related events/actions



Number of web site unique visitors



Number of WIM dedicated events or events with WIM actions



Number of opinion leaders communicating the WIM message



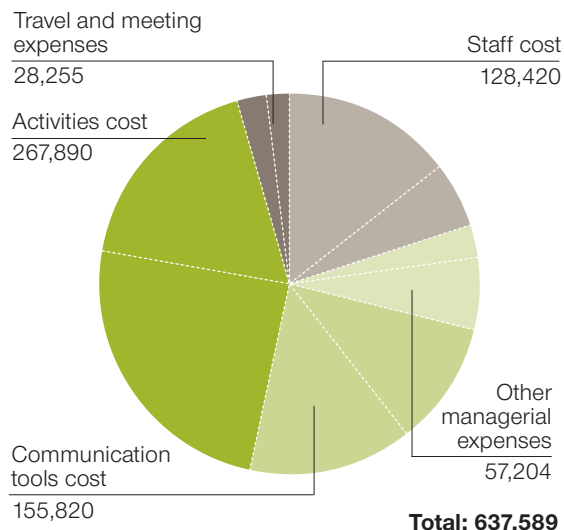
Education

Number of "Art de Vivre" trainings



Costs 2011/2012

Euros



5.6 SPAIN FIVIN & FEV

FEDERACION ESPAÑOLA
DEL VINO



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

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

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

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

Moreover, FEV and FIVIN have undertaken many efforts to present the WIM message and the WCS to public authorities and representative bodies of the wine sector, as well as the wineries and general public, building a national and regional active partnership, strongly committed to the WIM programme beliefs.

Increasing Knowledge

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

Self-Regulation

Through 2012, FEV has continued to ensure that the WIM Logo and message is shown in FEV companies' websites and commercial communication materials, as it is mandatory under the Spanish Wine Communication Standards. Autocontrol has gathered an amount of 11 complaints for breach of the Wine Self-regulation Code, all of them for not showing the identifying elements of the programme, ie. the logotype and the message. Ten were accepted by companies, and 1 case related to editorial content needed the intervention of the Publicity Jury, this case was finally dismissed. Regarding the Copy Advice or previous consultation of publicity - that is mandatory according to the Code for publicity on television and voluntary on other forms of communication- Autocontrol has informed us that it has had 27 consultations (80 in 2011). This represents a 0.13% of the consultations that Autocontrol has every year from every self-regulated sector, which shows a low publicity activity on the big media in our sector, as it is well known. The results from these consultations were positive. Indeed 24 were given an approval, in 2 cases it was recommended a modification of the ads and in one case it was recommended not to post the ad at all. Furthermore, in 23 of these consultations, it was also suggested a change in the type of media due to legal limitations in its emission. Investment made by companies in Copyadvice service: 12,285 €.

Science

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



well as among the wine sector companies and associations, wine institutions and authorities.

Spreading the WIM message

As it has been mentioned that FEV together with CECRV launched - in October 2012 - an ambitious information campaign on moderate consumption in Spain. The campaign is planned for 3 years with a total investment of € 1 M per year. The information campaign is based on two pillars: the promotion of responsible and moderate consumption of wine (reporting on the dangers associated with alcohol consumption) and consumer information on the variety, quality and production conditions of wines, under the slogan "who knows how to drink, knows how to live". So far, an advertising campaign in mass media

(printed and digital) has been implemented with an investment of 750,000 €. On top of it, a dedicated website and PR actions have been activated (October 2012). The results show more than 69,000,000 contacts with final adult consumers.

Building Partnerships

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

In 2012, 95 new companies adhered to the WIM programme - that implies a commitment to apply the WCS - and 3 regulatory bodies from important wine designation of origin signed their adhesion too. In 2011, 92 new companies adhered to the WIM programme, 7 regulatory bodies wine designation, 6 professional organisations and 1 regional government.

Communication of the WIM message

Number of communication products disseminated



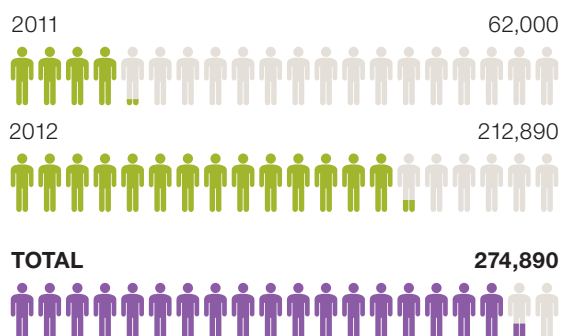
Number of WIM dedicated events or events with WIM actions



Total number of impact



Number of web site unique visitors



Education

Number of active "Art de Vivre" educational programme providers

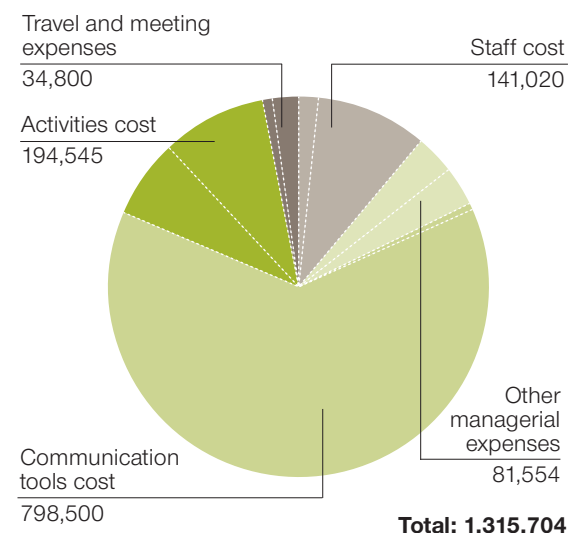


Number of "Art de Vivre" trainings



Costs 2011/2012

Euros



5.7 ACTIVITIES IN OTHER COUNTRIES

ARGENTINA



BODEGAS DE ARGENTINA AC

In September 2011 a presentation of the WIM programme took place in Argentina in the Foro Vitivinícola by CEEV. The WIM programme was warmly welcomed by the Argentinean wine sector and discussions started for the proper launch of the programme in

Argentina. Eventually at the beginning of 2013, Bodegas of Argentina, the largest wine producers association of Argentina, was the first association outside the EU to officially join WIM Aisbl as Observer Member. WIM actions are soon to be launched.

AUSTRIA



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

BELGIUM

As only by acting locally and understanding local needs and interest someone can successfully act globally and vice versa, WIM Aisbl even though an international organisation is taking action at local level. Based in Brussels, WIM has supported with the WIM message the 1st Brussels Wine Week organised by the Brussels Region in the framework of a year devoted to gastronomy (Bruscelicious) and is working with Belgian (francophone currently) educational institutes and authorities to support vocational education and training in the field of wine health and social aspects.

Also in the spirit of acting locally in the framework of its collaboration with HOTREC, WIM Aisbl has initiated a dialogue with HORECA Vlodeeren, the Flemish Hospitality Association to support the Hospitality Sector, in their efforts to reduce alcohol-related harm by



introducing the WIM message in their communication and increasing the knowledge of professionals.

In addition to these activities, WIM Ambassadors, wine products and websites bearing the WIM logo have reached the Belgian market and Belgium is among the 3 countries where the evaluation of the programme is taking place, providing valuable information on how to best reach Belgian citizens.

CROATIA



In Croatia, the School of Medicine of the University of Split is leading research on the field of Wine and Health and is successfully communicating and raising knowledge in professional and broader public about the wine and health aspect and the risks of the excessive and harmful consumption of alcoholic beverage.

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

On 2012 two leading Croatian actors, the Croatian Chamber of Economy and the University of Split, have joined WIM through the unique vocational education and training (VET), VET-Art de Vivre Partnership Programme.

Croatian wider wine filière motivation to promote the values of moderation and responsibility and the engagement of key actors in the WIM principles and objectives, act as a driver for a comprehensive and coordinated implementation of the WIM program in Croatia and membership in the WIM Asibl.

CYPRUS

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

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

During 2011, the CWA has developed a number of actions to disseminate the message of moderation and responsibility. With the opportunity of the annual Cyprus wine contest and the Limassol Wine Festival (Golden Jubilee) in collaboration with the national authorities (Ministry of Agriculture - Dept. of Viticulture and



Oenology / WPC) and the municipality of Limassol they have organised 2 big conferences respectively to present the WIM programme and to raise awareness around wine, health and social aspects reaching more than 10,000 people. The events were supported with a press conference and with a dedicated live TV interview discussion in the daily magazine of the National TV (RIK) with a national wide impact.

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

GREECE



NEW WINES
OF GREECE



EDOAO

NATIONAL INTER-PROFESSIONAL
ORGANIZATION OF VINE AND WINE

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

Following the first commitment period of successful activities in collaboration with the Ministry of Health and Social Solidarity and the sectorial agencies of related branches (oenologists, sommeliers, etc), EDOAO continues to cultivate and promote the message of moderate and responsible wine consumption.

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

During this second period WIM has received the active support of the two most important wine professional associations: the Oenologist Association (PANEPO) and the Sommelier Association (PENOS). Both associations are developing WIM related training activities for their members and they are partners in the VET art de Vivre Partnership Programme.

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

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

HUNGARY

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

LUXEMBOURG

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



RUSSIA

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

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

The communication of the WIM message, both in English and in Russian, was done on the official website and



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

SWEDEN

As part of the Pilot Project of the WIM logo voluntary labeling, Sweden has been selected as one of the three countries to evaluate the impact of the Pilot Project. Apart of the placement of the wine products carrying the WIM logo/website address currently no other action is taking place in Sweden.

SWITZERLAND

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

TURKEY

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

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

UNITED KINGDOM

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

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

UNITED STATES OF AMERICA

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

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



WIM AMBASSADOR COMPANIES

MOËT HENNESSY

SOGRAPE VINHOS SA

PERNOD RICARD WINE AFFILIATES



Ardbeg - Belvedere - Cape Mentelle
 Chandon - Château Cheval Blanc
 Château d'Yquem - Cheval des Andes
 Cloudy Bay - 10 Cane - Dom Pérignon

Moët Hennessy

Glenmorangie - Hennessy - Krug - Mercier
 Moët & Chandon - Newton - Numanthia
 Ruinart - Terrazas de los Andes
 Veuve Clicquot Ponsardin - Weinjug

5.8 MOËT HENNESSY

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

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

Executive Summary 2011 – 2012

In 2011-2012, basing its reflection on initiatives which had been developed in the past by its Maisons and Regions,

Moët Hennessy has reinforced its commitment to responsible consumption.

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

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

In 2011-2012, Moët Hennessy has renewed its commitment to Wine in Moderation, by remaining a large contributor of the association and by allocating time and resources to strengthen the work of the association, help its expansion and facilitate ways of reaching out to consumers.

Education Summary

During the year 2012, Moët Hennessy developed an internal campaign on responsible consumption designed to reach out to the 6,500 employees of Moët Hennessy worldwide. In August 2013, about 4,000 collaborators in Europe will have been trained through a 2 or 4 hours in-person training. In the same spirit, an intranet website dedicated to this issue was also created as well as an e-learning module on responsible consumption for employees.

Self-Regulation

Moët Hennessy has been improving its implementation of the Wine Communication Standards over 2011-2012 and many ads in the EU now bear the Wine In Moderation logo. Moët Hennessy will see that this progression continues.

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





MAISON FONDÉE EN 1765
MOËT & CHANDON
 CHAMPAGNE

HÔTEL DU TITANON, MAISON MOËT & CHANDON, ÉPERNAY, FRANCE

WINE IN MODERATION



CLOUDY BAY®
 MARLBOROUGH
 PINOT NOIR 2009

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

www.cloudybay.co.nz

WINE OF NEW ZEALAND

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

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

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

www.wineinmoderation.eu



9 418408 080011

750mL

14.0% vol.

Contains Sulphites/
 Contient Des Sulfites
 (SO2) Enthält Sulfite



LPN.05.001

WINEinMODERATION.
Art de Vivre

Spreading the WIM message

Moët Hennessy is a strong supporter of Wine in Moderation and uses different opportunities to disseminate the moderation message. This can be achieved through many means, like making the website address available on the brand's page, labelling the WIM website address on the bottles...

Building Partnerships

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

KRUG
 GRANDE CUVÉE

AU-DELÀ DES MILLÉSIMÉS.

RICHESSE ET FINESSE, UN GOÛT UNIQUE
 ISSU DE L'ASSEMBLAGE DE VINS DE DIX
 ANNÉES DIFFÉRENTES, SUBLIMÉ PAR LE
 TEMPS PASSÉ EN CAVE.

www.krug.com

BEYOND VINTAGES.

RICHNESS AND FINESSE, A UNIQUE TASTE
 CREATED BY BLENDING OVER 120 WINES
 FROM TEN DIFFERENT VINTAGES,
 MATURED AND PERFECTED OVER TIME IN
 THE KRUG CELLARS.



3 258064 004169



12%vol

Contient des sulfites
 Contains sulfites
 Contiene sulfiti - Enthält Sulfite
 Bevat sulfitei (SO2)

www.wineinmoderation.eu



750mL

5122353

5.9 SOGRAPE VINHOS SA



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

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

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

During 2012, Sogrape Vinhos continued the commitment to Social Responsibility in the sphere of Social Aspects of Alcohol initiated in 2008. The project Wine in Moderation by Sogrape Vinhos reaches the key areas of intervention defined in the commitment, which include:



- 1) Support & implement strategies which aim to reduce underage (18 years old) consumption of alcohol;
- 2) Develop information and education programmes which contribute to the reduction of harmful consumption of alcohol and encourage low risk consumption patterns;
- 3) Ensure that the legal limit for purchase and consumption of alcoholic beverages is respected, to promote a change of attitude among young people and adolescents through parental education and to comply with self-regulatory codes in Communication;
- 4) Marketing and Sales.

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

Increasing Knowledge

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

Self-Regulation

Sogrape Vinhos has implemented the WIM Self-regulation code in conjunction with the APAN Code of Good Practices in Alcohol Communication in all of its communication and promotional material, resulting in the inclusion of the WIM logo and the authorised Responsible



ESCOLHA O LADO CHEIO DA VIDA.

GAZELA. SABE BEM COM A VIDA.



Seja responsável. Beba com moderação.

Drinking Message in all commercial communication. This is estimated to have made over 15 Million impacts during 2011-12. In addition to this, Sogrape applies a Code of Good Commercial Practices in Portugal covering Sales and Marketing by the national distribution company.

Spreading the WIM Message

During 2011-12 Sogrape Vinhos actively participated in 12 conferences with presentations on the WIM Programme and the need for moderation and responsibility. In the area of Wine Tourism, the WIM Common Message was received by almost 230,000 visitors. Over 2000 brochures were distributed during the year at various events in which Sogrape Vinhos participated. Sogrape Vinhos sponsored alcohol tests at the leading wine festivals in Portugal, disseminating the WIM Message and focusing on “Drink-Drive”, with a reach of approximately 1,500 persons. Students of the hospitality sector (up to 855 young people) received wine training from Sogrape Vinhos and were introduced to the WIM Message.

Communication of the WIM message

Total number of people reached by all activities



Number of participants in different activities



Number of communication products disseminated



Building Partnerships

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

Education

Number of “Art de Vivre” trainings



Number of people involved



5.10 PERNOD RICARD WINE AFFILIATES



Pernod Ricard is a world co-leader in wines & spirits and the fourth largest global wine operator. Genuinely committed to responsible consumption, Pernod Ricard, through its wine affiliates (Domecq Bodegas, Mumm & Perrier Jouet) became early on a member of WIM Aisbl and key player as Ambassador of the WIM programme.

Domecq Bodegas was the most active in 2011-2012 supporting the WIM implementation at all levels: local, national and international.

Domecq Bodegas is the global Spanish wine leader in value. It has a long history of making Rioja wines of unquestionable quality with a firm commitment to its employees, research, innovation, responsible drinking and respecting the environment. The group has seven wineries spread across five internationally-renowned designations of origin (Rioja, Ribera del Duero, Rueda, Navarra and Rías Baixas) and its wines are sold in over 70 countries.

Corporate Social Responsibility (CSR) is one of the cornerstones of Domecq Bodegas. That is why it has implemented in all its businesses a Social Responsibility Management System that is integrated in its Quality, Food Safety, Environmental and Occupational Risk Prevention (QSE) System, in compliance with the requirements of the UNE-EN-ISO 9001, UNE-EN-ISO 22000, UNE-EN-ISO 14001 and OHSAS 18001 standards.

Since its inception, Domecq Bodegas has always championed responsibility and moderation in wine drinking. As a loyal supporter of responsible drinking, the firm joined the Wine in Moderation (WIM) European programme in 2009 through the Spanish WIM Member - Federación Española del Vino (FEV). Since then, it has gradually included the WIM logo in its promotional and corporate material and is the first company to include the Wine in Moderation logo on its back labels.

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

Domecq has a dedicated CSR department which carefully monitors and co-ordinates the implementation of the Wine in Moderation - Art de Vivre Implementation and disseminates the message of moderation and responsibility. All Domecq employees (400) are involved and participate in "Responsib'All Day", a unique programme where all Pernod Ricard employees worldwide stop their activities and dedicate the day to share knowledge and experience on responsible consumption yearlong programmes among which the WIM implementation. Employees also act as ambassadors raising awareness.

Domecq Bodegas has consistently included WIM in all communication materials and activities (wine tastings, wine expos, etc.) targeting both professionals and consumers. Moreover, they have successfully communicated the moderation message to more than 40,000 visitors in their wineries.

Whilst Domecq Bodegas actively participates and supports the implementation of the national WIM program in Spain, as an Ambassador company member of WIM aisbl, Domecq Bodegas also spreads the WIM message and helps WIM grow internationally.

Domecq Bodegas is part of the Pilot Project of the WIM logo and is voluntarily adding it to its back labels. Currently, the WIM logo is present on 19 million bottles across several Domecq Bodegas brands and in different channels in Spain and on 12 million bottles of Campo Viejo in the International market.





6 | SUCCESS STORIES

6.1 | SPREADING THE WIM COMMON MESSAGE

1 Quien Sabe beber Sabe Vivir

Info

When? From September 2012 to August 2015

Where? Spain

Who? FEV & CECRV

Project cost: 3 million euros

Target - audience? General public

Description of the activity

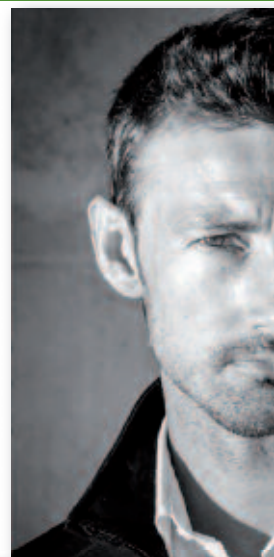
It is the first nationwide and the biggest worldwide campaign made by the Spanish wine sector aiming at the diffusion of moderate drinking as the only way to enjoy wine and the increase of general knowledge about wine products and their quality attributes (better knowledge leads to better choice). The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

So far about 69,000,000 people have been reached by our campaign through advertising in printed and digital media (advertising and a dedicated webpage). The campaign strategy is based on well known and appreciated Spanish opinion leaders in various fields, who share with consumers their personal “recipe for life” that includes wine in moderation. They transmit close experiences that blend responsible and moderate consumption of wine with gastronomic pleasure and enjoyment of the simple things in life. They give the campaign notoriety and power and reinforce the message.

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

The campaign is being evaluated by a 3rd independent accredited company. Performance indicators have been placed for the continuous improvement of the programme

impact towards the consumer. The first evaluation program showed very positive results, especially in the acceptance of the campaign by all stakeholders and more significantly the general public.



La receta de Julia

- No se puede consumir alcohol sin
- 3 calas con las mejores
- 1 caldero con las mejores
- 1 receta de la vida
- 1 receta de la vida con un

— YEMESSEWINE



Ingredientes de la receta

- 100g de pasta
- 100g de carne
- 100g de verduras
- 100g de queso
- 100g de aceite
- 100g de sal
- 100g de agua
- 100g de vino

- 100g de queso
- 100g de carne
- 100g de verduras
- 100g de queso
- 100g de aceite
- 100g de sal
- 100g de agua
- 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite

• 100g de sal

• 100g de agua

• 100g de vino

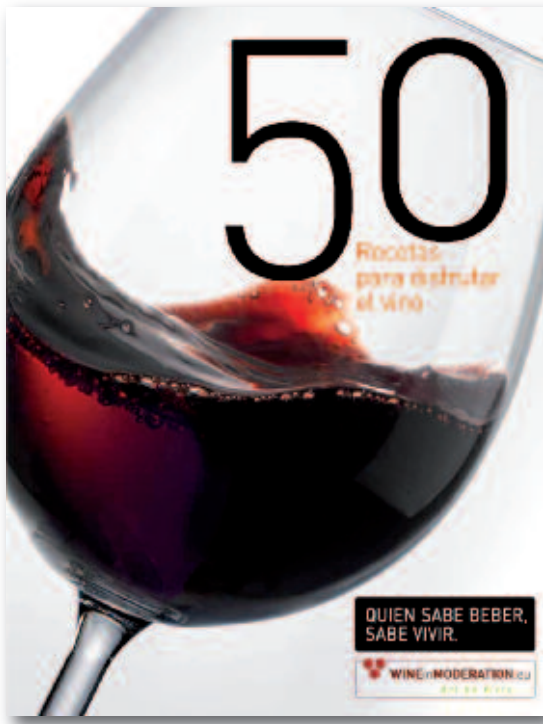
• 100g de queso

• 100g de carne

• 100g de verduras

• 100g de queso

• 100g de aceite



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

Info

When? 2 waves April 2011 & 2012
 Where? 1st City of Porto, 2nd nationwide
 Who? 1st AEVP, 2nd ACIBEV
 Project cost: € 57,211
 Target-audience? General Public

Description of the activity

1st Wave - action lead by AEVP

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

- Street Video Panels

The video panels act as giant television screens and are strategically located in the city of Porto with a high impact.

The average number of vehicles per week passing through these panels between 2h and 6h is about 1 million. About 2,120,000 people were reached through this activity.

2nd Wave -action lead by ACIBEV

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



broadcasted 108 times on prime time in national and cable TV (RTP1, RTP2, SIC, SIC Noticias and SIC Mulher). This impactful action was repeated in 2012 during the Christmas Holidays for an extended period, covering also New Year's eve (December 19 to January 2, 2013) with an increased number of total insertions, featured 151 on prime time of the national and cable TV channels.

A presentation of the TV campaign took place in the Portuguese Parliament before its launch and it was ➔



opened by the Secretary of State for Agriculture, Jose Diogo Albuquerque who stressed the importance of wine in agriculture, the wine in gastronomy, society and culture, as well as the commitment of the Government to associate itself with campaigns of responsibility.

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

3 Repas Divin (Divine Meal)

Info

When? April- September 2012
 Where? France
 Who? Vin & Société
 Project cost: € 170,000
 Target -audience? General public

Description of the activity

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

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

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

Various opinion leaders and well-known experts/personalities were involved in this project such as *Dominique Hutin*: Famous journalist on National Radio and *Atelier des chefs*: famous cooking classes’ provider in France.



4 Io Vivo Mediterraneo

Info

Where? Italy

Who? Federvini

Target -audience? General public, Media and Policy Makers

Description of the activity

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



5 Prevention of alcohol misuse Round table discussion: Binge drinking or Art de Vivre or is there anything in between?

Info

When? May 12, 2011

Where? Berlin

Who? DWA

Project cost: € 5,820

Target -audience? Professionals of the Wine value chain, local/regional/national authorities and media

Description of the activity

This controversial topic was discussed by representatives of different stakeholders such as: Lawyer J. Busse (German Advertising Standards Council), Dr. S. Egeton (Federal Consumer Protection Association), Dr. T. Holzer (Federal Ministry of Health, Department of the German Drug Commissioner), Dr. R. Nickenig (German Wine Sector) and Prof. N. Worm (University for Prevention and Health Management, Saarbrücken, Germany). The meeting aimed at discussing the responsibilities of various stakeholders with regards to preventing the misuse of alcoholic beverages with journalists, members of professional organisations, members of parliament and several other influential actors. It was an excellent opportunity to foster existing and to promote new partnerships.



3,371 people considered as influential actors were reached through this activity.

6 Cracheur d' Or (Golden Spitter Contest)

Info

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

Description of the activity

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

They organise each year during the biggest Wine Fair in Paris (more than 150,000 visitors), the "Golden Spitter Contest" the contest of the best spitter. As spitting is necessary for a quality tasting, this contest gave the opportunity for professionals and consumers to get rid of their stereotypes and complexes about wine tasting.



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

In addition to the spittoons, alcotests are available on every stand (1,000 exhibitors, 140,000 visitors) and the message of moderation is displayed.

7 Pilot project on WIM website address labelling

Info

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

Description of the activity

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

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

CLOUDY BAY®

MARLBOROUGH
 PINOT NOIR 2009

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

www.cloudybay.co.nz

WINE OF NEW ZEALAND

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

IMPORTED IN UK BY: MOËT HENNESSY UK LIMITED,
 13 GROSVENOR CRES., LONDON SW1K 7EE, UK.

OR IN REST OF EUROPE BY: M.H.C.S.
 9 AVENUE DE CHAMPAGNE, BP30222, 51207 EPERNAY CEDEX, FRANCE.

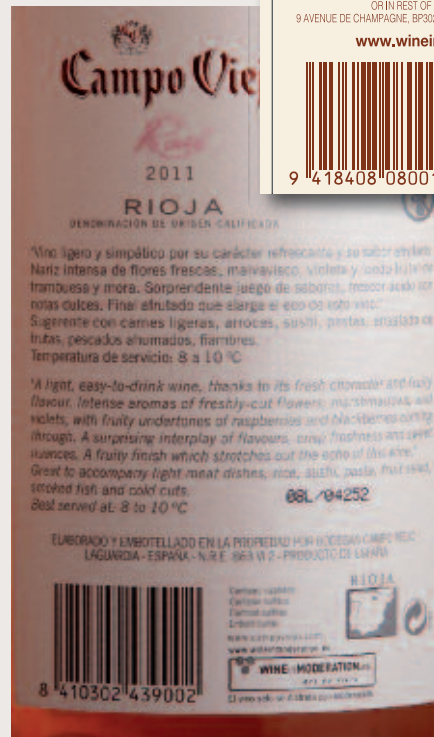
www.wineinmoderation.eu



750mL

14.0% vol.

Contains Sulphites/
 Contient Des Sulfites
 (SO2) Enthält Sulfite



8 1st Brussels Wine Week

Info

When? May 28 to June 3, 2012

Where? Brussels

Who? WIM Aisbl

Project cost: € 300

Target - audience? General Public and Professionals of the Wine value chain

Description of the activity

WIM was the official partner of the 1st Brussels Wine Week organized by the Brussels-Capital Region in collaboration with Vino Magazine, in the framework of a year devoted to gastronomy (Brusselicious). WIM Aisbl was there to accompany and enhance the event with the WIM message, through leaflets and by creating a hyperlink of the WIM website, with the communication tools of the event.

WIM has also passed the message to all specialised wine shops and professionals participating in the 1st Brussels Wine Week, raising their awareness on responsible drinking and the risk of the harmful consumption of alcoholic beverages.



6.2 ART DE VIVRE TRAINING

1 LDV - VET Art de Vivre Partnership

Info

When? July 2012 - July 2014

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

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

Project cost: €180,000

Description of the activity

VET-Art de Vivre partnership launched in August 2012 is a European funded project under the Leonardo da Vinci partnership programme, with a 2 year duration and with focus in the vocational and professional education on the area of wine, health and social aspects.

VET-Art de Vivre brings together 9 different actors of both the wider wine value chain and the Vocational Education and Training (VET) area from 7 countries to work towards identifying market and training needs and develop common approaches in the area of wine, health and social aspects, establishing new working links and improving the quality of collaboration and professional education offer.

The partnership is mapping both informal & formal VET innovative ways, approaches, methodologies and will gather the results of this mapping in a database (DB) of good practices to support corresponding TNA & ECVET recommendations.

2 WIM as part of the professional training curriculum

Info

When? 2008 - Ongoing

Where? Germany

Who? DWA

Target -audience? Wine related professionals

Description of the activity

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

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

Following the very impressive results of this training activity during its first period 2008-2010, the programme was sustained and further developed. During 2011-2012, more than 43 training seminars were delivered to all 15 wine-related professionals & sommelier schools as well as universities reaching more than 1400 students who act as multipliers of the WIM message for the entire sector and for the benefit of the general public.

The Deutsche Weinakademie has developed an evaluation tool to assess the impact of its training



3 Moët Hennessy – Responsible Consumption Training

Info

Project Name: MH Training on Responsible Consumption

When? June 2012 – August 2013

Where? Around the world

Who? Moët Hennessy

Project cost: about € 200,000

Target – audience: MH employees

Description of the activity

Moët Hennessy designed a training on Responsible Consumption for its 6,500 employees around the globe (about 4,000 in Europe). This training, which had already reached 1,221 people in March 2013 in Europe only, is fully aligned with the objectives of Wine in Moderation as it focuses on providing responsible drinking guidelines, raising awareness of employees on the dangers of drinking and driving and the social and medical impact of an inappropriate consumption of alcohol. This training also allows for discussions around “best practices”. At the end of the training, employees endorse the Moët Hennessy Commitment for Responsible Consumption. Wine in Moderation is mentioned during the training as one of the major associations to which Moët Hennessy is affiliated in the field of social aspects of alcohol.



module: each student participating in the training seminar fills in a questionnaire before and after the training, to assess their level of knowledge and the effectiveness of the programme. In addition, another random assessment is carried out one year after the training.

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

4 WIM Training - Structured Approach for Professionals and General Public

Info

When? 2012

Where? City of Porto

Who? AEVP

Target -audience? Professionals of the Wine value chain, general public

Description of the activity

Elaboration of 300 Training Kits for the Portuguese members of the Wine in Moderation Programme. This Kit encloses a 59-page brochure as well as a pen-drive (memory stick) containing relevant information to help members implement the WIM Programme. Already 130 companies have been reached by this activity with a total cost so far of 6.000 €.

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

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

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

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

Info

When? May-June 2012

Where? Porto Pires de Lima School

Who? (organiser): Sogrape Vinhos Public Institutional Relations

Project cost: €3,000

Target - audience? Parent Teacher Association.

Description of the activity

In conjunction with the Porto Municipal School Department and the Parent Teacher Association of the Pires de Lima School in Oporto, Sogrape Vinhos organised a series of 3 seminars on how to “Be prepared to speak with your children about alcohol”.

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

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



7 Vino e Giovani

Info

When? 2003-2005 & 2008-2011

Where? Italy

Who? (organiser): Enoteca Italiana

Description of the activity

The “Vino e Giovani” project of the Ministry of Agriculture, Food and Forestry, in collaboration with the Regions and the Universities, was entrusted to Enoteca Italiana, and is now at its fourth edition, marked first by the slogan “bevi poco per bere bene” or “drink little to drink well”, “per Bacco, guys!” and the current “Art de Vivre”. 2003-2005 and 2008-2011 involved about 25,000 young people under the age of 13 in 16 Italian universities and over 62,000 contacts on the web.

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

6 Ascolta i tuoi sensi

Info

When? 2011-2013

Where? Italy

Who? (organiser): UIV

Description of the activity

Several high schools have participated in the project “Wine in Moderation – Ascolta i tuoi sensi”, promoted by the UIV in synergy with the European programme “Wine in Moderation - Art de Vivre” and sponsored by the Department of Youth of the City of Verona. The project, in line with the programmes of the European Community on the prevention of youth problems related to alcohol, aims to promote a conscious conduct in drinking through educational opportunities. The educational programme has been conceived and designed intentionally for young people and relies heavily on the expertise of sensory analysis as a training tool capable of stimulating awareness as elements that are the basis of a moderate attitude towards wine.

In March 2012, the project had already involved more than 200 students from 9 different schools with over 100 hours of classroom training. The programme also planned to organise additional activities such as visits to local wineries, events in trendy places of the city, communication and promotion of the project through network television or other media. Thanks to the many requests received by UIV by the various participating schools, several different training courses were created on the basis of duration, the students’ skills and on specific requests from the participating school.



6.3 SELF REGULATION

1 Implementation of Self-Regulation in Spain

Info

When? 2009...

Where? Spain

Who? Autocontrol, FEV and all WIM program members

Target - audience? Consumers in general

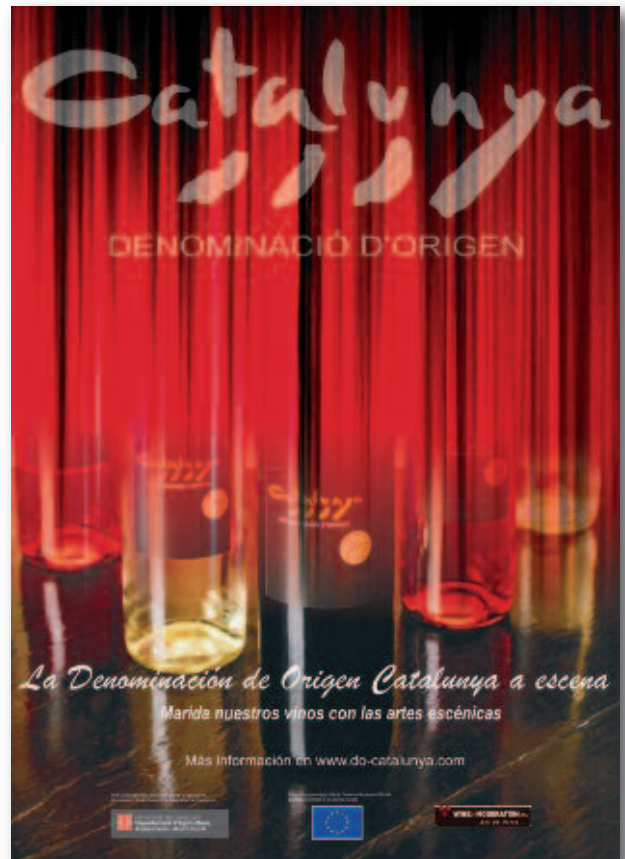
Description of the activity

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

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

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

Today, nearly 1,000 companies within the wine business fully apply and respect the Self-Regulation Wine Code in Spain, and the impacts of the WIM message can be counted per millions.



2 Self-Regulation by Sogrape Vinhos

Info

When? 2012

Where? All Commercial Communication

Who? Sogrape Vinhos Marketing

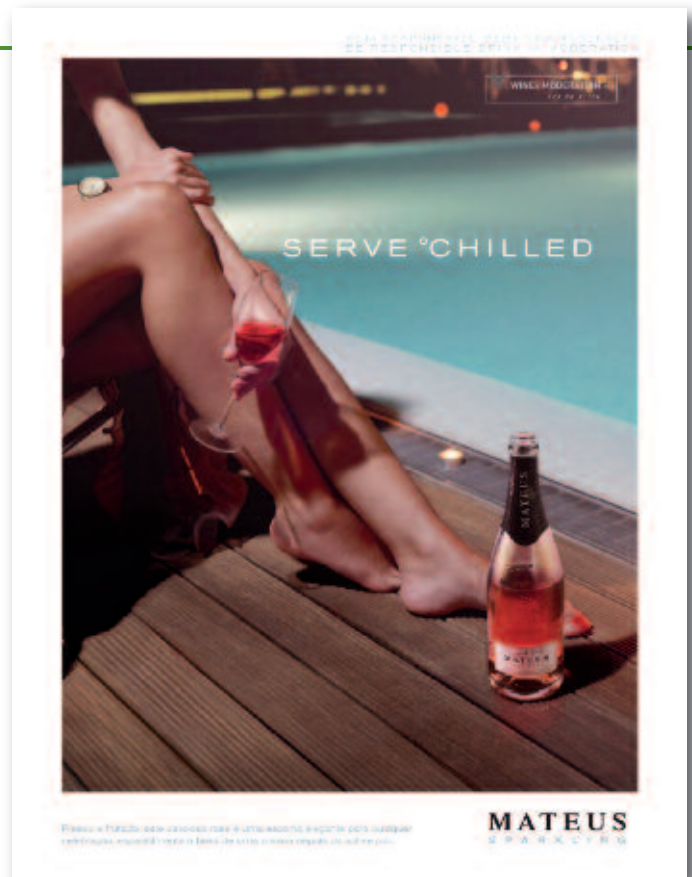
Project cost: est. € 100,000

Target - audience? Consumers in general

Description of the activity

Sogrape Vinhos has implemented the WIM Self-regulation code in conjunction with the APAN Code of Good Practices in Alcohol Communication in all of its communication and promotional material, resulting in the inclusion of the WIM logo and the authorised Responsible Drinking Message in all commercial communications. This is estimated to have made over 9 Million impacts during 2012.

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



65

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

Info

When? all year long

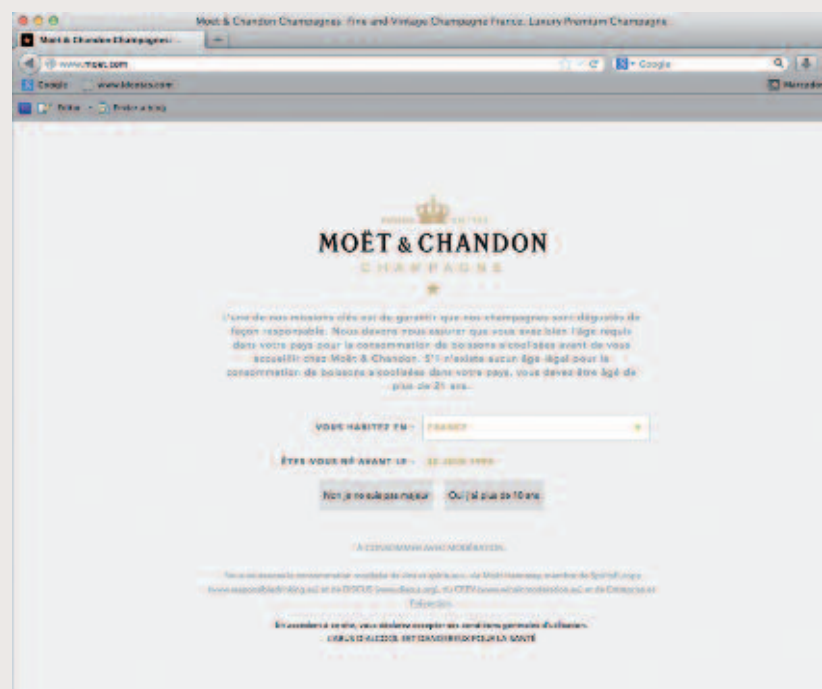
Where? On Moët Hennessy's brands' websites

Who? Moët Hennessy brands

Target - audience? Consumers in general

Description of the activity

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



6.4 WINE INFORMATION COUNCIL

1 New WIC website

Info

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

Description of the activity

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

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

To fulfill this objective the WIC maintains a web portal with an on-line comprehensive database, communicates objective and unbiased science based information and actions and organizes scientific events. Taking into account the growing needs of the WIM program and demand to optimize tools, WIM Aisbl with the support of the WIC scientific advisory group, has undertaken on 2012 an exercise to refresh and update the WIC Communication tools.

The restructuring of WIM website aimed to support the development and the communication of WIC activities and to increase their impact among professional and larger audiences.

The new <http://www.wineinformationcouncil.eu> website was delivered in the beginning of 2013 and today all WIC stakeholders can use the WIC website as a focal point for the robust science based information and exchange of knowledge and to keep updated with the latest scientific news on the area of wine, health and social aspects.



2 WIM presentation at the OIV Congress

Info

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



Description of the activity

The OIV Scientific Congress gave the opportunity to introduce the Wine in Moderation initiative to delegates from all over the world.

U. Fradera (*Wine in Moderation – more than social responsibility*) presented the objectives of the WIM movement and concluded that binge drinking is not compatible with enjoyment and a healthy lifestyle. The success of the first phase of the pan European WIM programme showed that there is a lack of knowledge and that education promoting moderate, responsible wine consumption is critical to foster the cultural change needed to reduce alcohol related harm. Supporting and implementing initiatives like WIM and educating wine professionals as well as consumers is not only a social responsibility of the wine sector, it is also an investment for the future to protect the cultural heritage of wine and its positive image.

Dr. C. Stein-Hammer (*Wine in Moderation – National implementation of the European program with the example of Germany, see annex*) continued to explain how the WIM initiative was implemented and evaluated in Germany. After a pilot phase, WIM has been established as part of the curriculum in the professional schools where one whole school day – mainly in the second year of apprenticeship - is dedicated to the WIM project.

She concluded with the evaluation results of the education seminar, which showed a significant increase in knowledge among the seminar attendees being evident even one year after the seminar.

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

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

3 Memento “Wine & Health”

Info

When? On Going
 Who? Vin & Société/ Alcimed
 Project cost: € 55,000
 Target - audience? Professionals of the Wine value chain, Local/regional/national authorities, Scientists and the Media.

Description of the activity

To successfully follow the latest scientific evidence in the area of wine, health and social aspects, Vin & Société leads, with the support of an independent firm, Alcimed, a literature review on the effects of wine on different chronic pathologies, cardiovascular diseases, metabolic diseases (diabetes, obesity, metabolic syndrome...), neurodegenerative diseases (Alzheimer's, Parkinson's...), cancers, bone diseases, etc.

Since September 2011, 869 publications have been identified in Pubmed's database on wine, alcohol and health. 99 studies were selected at the end of a first analysis (excluding studies in vitro, for instance, or studies which did not specifically focus on wine, alcohol and health). Summaries of these 99 studies were carefully read and the analysis was completed by a more detailed study of 18 publications.

This study is shared with journalists once a year and a press release is sent. The results are also used to update the Memento “Wine & Health” disseminated 5,000 times in 2012 to wine regions and professionals. A press conference, which presented the results, was organised in December 2012. Following this press conference, 10 press articles were published.

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

Info

When? September 27, 2012

Where? National Prevention Congress, Dresden

Who? DWA

Project cost: € 6,150

Target - audience? Physicians and health professionals as high quality multipliers for the general consumers.

Description of the activity

With scientific symposia, the Deutsche Weinakademie informs physicians and other health professionals (high profile multipliers) competently about "Wine, health and social aspects". This professional group was purposely chosen as the primary target group since they have the scientific background to understand and evaluate the research data and inform their patients (consumers) profoundly about the benefits and risks of wine consumption.

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

Psychologist Dr. W. Settertobulte, a well-known opinion leader, presented data, which show that even though the alcohol intake of young people is decreasing, the age of the first drink is lower than ever before and a binge-drinking pattern of mostly spirits is predominant. The main objective of young people is to get drunk. Based on this evidence, he explained that the prevention strategies are also changing, away from not drinking any alcohol at all to strategies promoting a responsible and safe use. Such strategies are more real in the life of young people and increase the credibility of alcohol prevention strategies.

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

Leaflets and brochures were disseminated, and experienced a rather large press coverage (1,491 media contacts, article in AIM newsletter, TV interview with Prof. Worm, WIC newsletter, VINOMED and Der Tagesspiegel).



BUILDING PARTNERSHIPS

6.5



1 WIM & HOTREC

Info

When? May 2012
Where? Brussels - EU wide
Who? WIM & HOTREC
Target -audience? Professionals, General Public

Description of the activity

A Memorandum of Understanding between HOTREC and Wine in Moderation was signed to motivate and facilitate members of HOTREC, on a voluntary basis, to establish partnerships at national / local level with representatives of the WIM programme and join forces to identify areas of cooperation for promoting responsible drinking among professionals and consumers.

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

Building on the already very successful collaboration of FEV and FEHR, the relevant association from both sides in Spain, in 2012 the MoU brought together the relevant associations from Portugal, Belgium and France to explore possible ways for collaboration and developing action to promote responsibility and moderation to broader audiences.

2 WIM & Friends of Glass: Pass the bottle

Info

When? September 2011
Where? Brussels
Who? WIM & Friends of Glass
Target -audience? General Public, Professionals

Description of the activity

On 2011 and looking forward to enlarge the reach of the WIM message in the wider wine value chain, WIM has signed a MoU with the Friends of Glass.

As part of the WIM partnership with FEVE and Friends of Glass (FoG), WIM has supported the FoG's Facebook recycling game called "Pass the Bottle". The Pass the Bottle Campaign uses a Facebook game to bring people together to play and learn about environmental and social responsible behaviour in a funny and rewarding way and the "Wine in Moderation, Art de Vivre" message was featured in the campaign to spread the word about drinking responsibly. The message was seen by thousands of visitors and with millions impacts by different online and offline tools.

In addition, WIM and FOG have engraved more than 200 glasses with their logo and pointing the limit of the moderation consumption in the glass.



www.friendsofglass.com

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

Info

When? When? 11 October 2011

Where? Brussels – European Committee of the Regions

Who? WIM & Euro-Toques

Description of the activity

Repeating the success of 2007 and 2008, the official reception of the Open Days was organised by Euro-Toques, the European Community of Cooks. It was held at the head office of the Committee of the Regions, in Brussels, on the 11 October, and was the chance for the chefs to promote quality, artisanal, local, traditional and flavoured food products.

Euro-Toques and the Comité Européen des Entreprises Vins (CEEV), which represents the wineries and wine business in the European Union, worked in collaboration to enhance the European culinary heritage and the quality and diversity of the European gastronomies. While top Euro-Toques chefs proposed specialties from their respective countries, CEEV provided quality wines from 13 regions of 6 countries, matching each of the menus proposed by the chefs. The reception was also the chance to present the Wine In Moderation, Art de Vivre Programme, underscoring how our gastronomy and our wines enjoyed responsibly are an integral part of the European life and culture.



70



4 ViniPortugal - Sogrape Vinhos: “Vinho a Copo!”

Info

When? May 2012

Where? Lisboa - Oporto

Who? Viniportugal & Sogrape

Target -audience? Consumers in general



Description of the activity

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

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

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



5 Moët Hennessy

Description of the activity

Through its direct contacts with private companies, which have a strong wine identity, Moët Hennessy helps build Wine In Moderation’s awareness on the long term. The objective is to make of Wine in Moderation the number one reference regarding wine and moderation at European level.

Moët Hennessy has supported and continues to support, through its affiliation to other associations, partnership dialogues between WIM and these associations, to expand WIM’s membership.

7 | END NOTE FUTURE PERSPECTIVES

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

This report acts as window to our two years' journey and gives us the opportunity to share, our WIM - art de vivre stories and achievements with you.

No matter how proud we are for the steps forward and the great results, there are many challenges yet in front of us. We are committed to continue and to go further, increasing impact and making WIM even more relevant.

With more partnerships, by spreading the message and increasing knowledge and while improving self regulation, we are looking to further expand the WIM programme and its impact.

While discussions to build partnerships and to carry out WIM implementation in new countries are underway, our new WIM members Bodegas of Argentina and Austrian Wine Academy that joined the programme in the beginning of 2013, are already planning WIM programmes and actions to be launched in the upcoming months.

The major scientific event of WIC planned for the end of 2013 will help us reflect on the latest scientific evidence and understand the puzzle of drinking guidelines and how to address moderation to consumers.

The evaluation results of the WIM projects and campaigns will provide us the impact assessment of our actions and will empower us with the necessary insight to better plan future actions and the renewal of the WIM commitment in 2014.

For our steps forward WIM is looking to all those that are willing to secure responsible & moderate wine consumption patterns as a social and cultural norm and contribute in the reduction of harm from the abusive use of alcoholic beverages, to support our efforts to spread the wine in moderation – art de vivre message worldwide.



Published by: Wine in Moderation · Avenue des Arts, 43
B-1040 Bruxelles · Belgique/Belgium · www.wineinmoderation.eu
Contact: info@wineinmoderation.eu

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



WINEinMODERATION.eu

Art de Vivre

Wine in Moderation - Art de Vivre (WIM) Aisbl

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

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

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