

## Empower Professionals



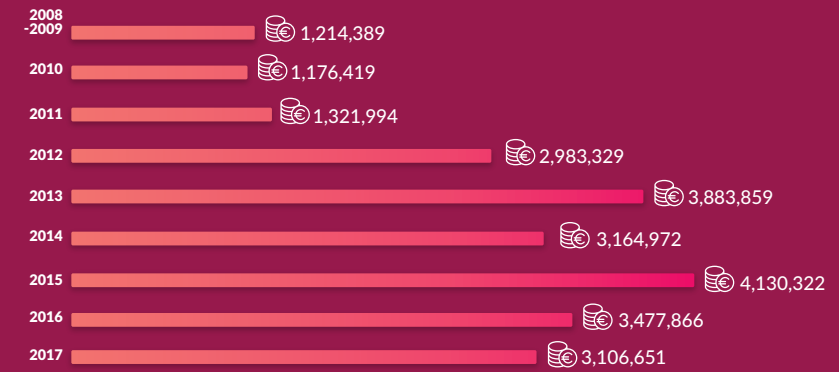
## Scientific documentation

The [www.wineinformationcouncil.eu](http://www.wineinformationcouncil.eu) website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. Since 2009, 1981 scientific abstracts were selected based on the ANZFA criteria and the supervision of the Wine Information Council scientific advisory group. The knowledge gained has backed Wine in Moderation messages and education programmes with robust science.

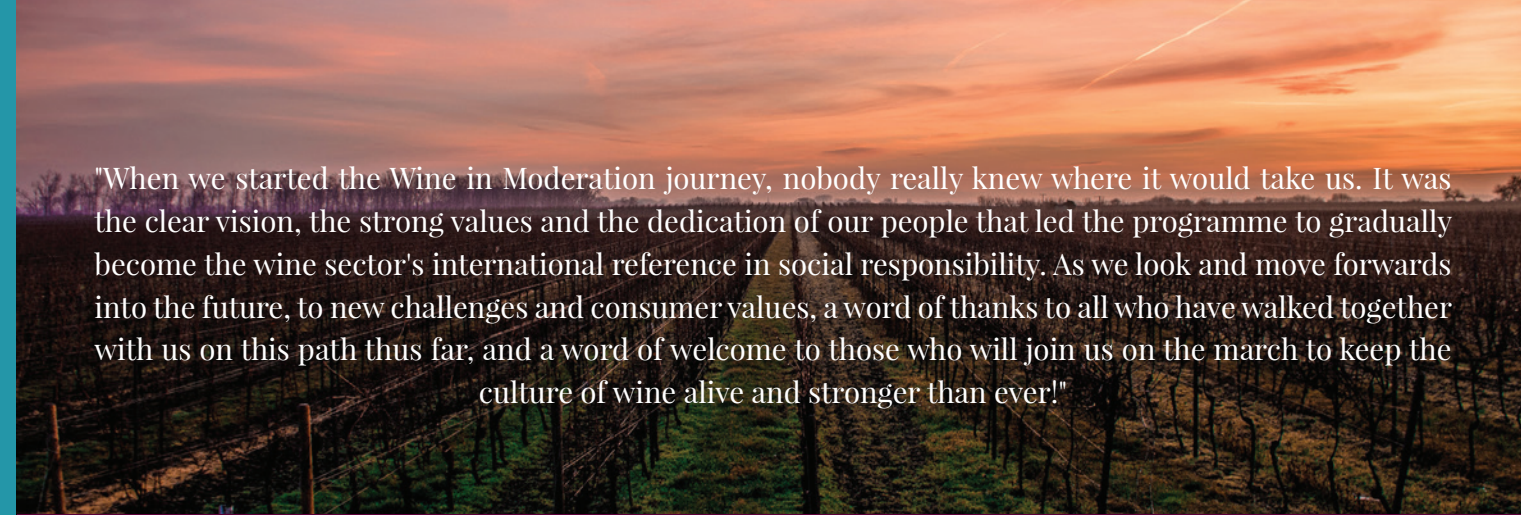
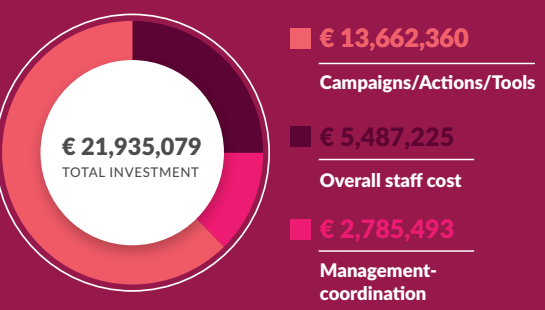
## Encourage Moderation and Responsibility



## Money Investment



## Budget breakdown



"When we started the Wine in Moderation journey, nobody really knew where it would take us. It was the clear vision, the strong values and the dedication of our people that led the programme to gradually become the wine sector's international reference in social responsibility. As we look and move forwards into the future, to new challenges and consumer values, a word of thanks to all who have walked together with us on this path thus far, and a word of welcome to those who will join us on the march to keep the culture of wine alive and stronger than ever!"

# 10 years for a sustainable wine culture



The 10-Years anniversary marks a major milestone in Wine in Moderation's journey for a sustainable culture of wine. Founded on the value of accountability, we thrive to report and present in a comprehensive and accessible manner the programme's actions and activities aiming to show tangible results. This report is therefore designed to show and celebrate our achievements giving you a better understanding of our adventure of the last 10 years.

Learn more about the Wine in Moderation journey: [10years.wineinmoderation.com](http://10years.wineinmoderation.com)



Wine in Moderation - Art de Vivre  
[www.wineinmoderation.com](http://www.wineinmoderation.com)  
[info@wineinmoderation.eu](mailto:info@wineinmoderation.eu)

Avenue des Arts, 43/5th floor  
 1040 Brussels, Belgium

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

@Wine in Moderation - Art de Vivre Aisbl (WiM Association)

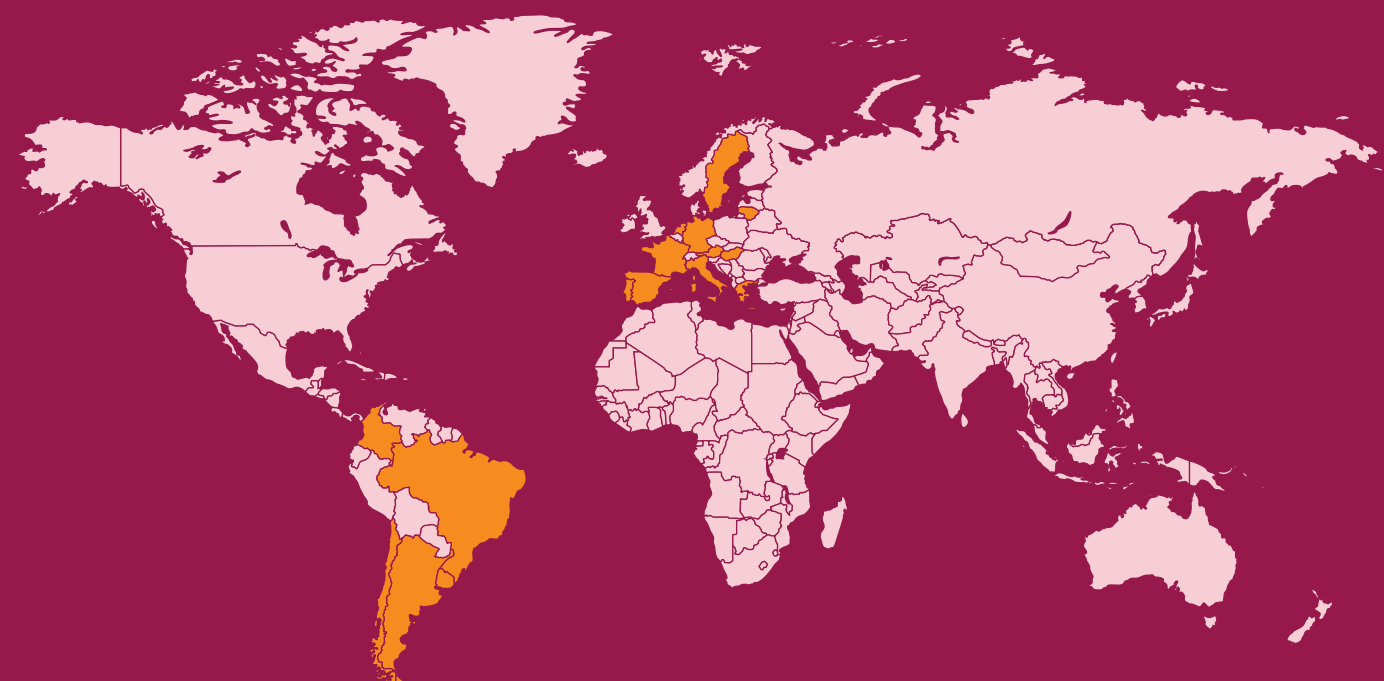
@wineinmoderation

@WIM\_ArtdeVivre

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



# Wine in Moderation Reach



**National Wine in Moderation programmes**

1 international coordinator (WiM Association); 16 national programmes in Europe and South America and activities in more than 26 countries worldwide.

## Participation

<p><b>18</b> NATIONAL COORDINATORS</p>	<p><b>3</b> AMBASSADOR COMPANIES</p>	<p>more than <b>1500</b> WIM SUPPORTERS</p>	<p><b>17</b> INTERNATIONAL KEY PARTNERS AND ACTORS</p>
--	--	---	--

## People investments

<p><b>32,816</b> NUMBER OF WORKING DAYS OF THE PROFESSIONALS INVOLVED</p>	<p><b>1,546</b> NUMBER OF PROFESSIONALS INVOLVED</p>
---	--

# The timeline

- 2007** **Creation of the European Alcohol and Health Forum**
  - First official partnership with wider wine value chain. FEVE - Friends go Glass becomes associated partner.
- 2008** **European wine sector unites under one common commitment**
  - Launch of the Wine in Moderation - Art de Vivre commitment to the EAHF by CEEV, COPA & COGECA & CEVI. A Programme to unite the EU wine sector and disseminate a common message of moderation backed by education, science-based information and self-regulation.
- 2009** **Building the foundation; Education, Science, Self-regulation**
  - Development of programme tools available 6 languages around the common message: "Wine, is only appreciated in Moderation".
  - Establishment of the Wine Information Council (WIC) and organisation of the 1st WIC scientific conference "Cultural differences and the role of education: how do they affect drinking behaviours in Europe?".
  - Federvini launches campaign "Lo Stile Mediterraneo".
  - FEV makes self-regulation mandatory and applies the Wine Communication Standards (WCS) to all its members.
- 2010** **Delivering Action**
  - Deutsche Weinakademie delivers trainings throughout Germany. Professional Schools and Universities include this training as part of their curriculum.
  - ACIBEV and AEVP (Wine in Moderation coordinators in Portugal) launch the first of a series of campaigns calling for a responsible and moderate consumption of alcoholic beverages airing on national TV and regional cinemas.
- 2011** **Renew and move forward**
  - Wine in Moderation commitment is renewed for 3 additional years with new and increased objectives.
  - Creation of the WiM Association to coordinate and report on the implementation of the Wine in Moderation Programme, expanding its reach and impact throughout the world.
- 2012** **Focus on Professional education and Consumer awareness**
  - Launch of an EU Funded Education Partnership Programme (VET Art de Vivre Partnership programme) to focus on vocational education in wine, health and social aspects.
  - Launch of the EU funded multichannel consumer campaign "Quien Sabe Beber, Sabe Vivir" in Spain by FEV.
  - Launch of the Wine in Moderation labelling pilot project with the participation of Ambassador companies Moët Hennessy and Pernod Ricard.
  - HOTREC becomes associated partner.
- 2013** **South America welcomes Wine in Moderation**
  - The WiM Association welcomes Bodegas de Argentina, the first non-European association to join the movement.
  - New www.wineinmoderation.eu dynamic website.
  - Second WIC conference: "Wine in Moderation: from Science to Art de Vivre".
  - The Austrian Wine Academy joins WiM Association and becomes the national coordinator in Austria.
- 2014** **Accountability and Recognition**
  - Wine in Moderation's Commitment Report receives highest possible score - 100% - from EAHF external evaluators.
  - The European Parliament recognises the importance of Wine in Moderation in a report on the "European gastronomic heritage: cultural and educational aspects" (2013/2181(INI)).
  - The International Organisation of Vine and Wine (OIV) references Wine in Moderation training in professional training curriculums.
  - Greek sommelier association introduces responsible serving in the annual national contest.
- 2015** **Establishing a global movement**
  - Vinos de Chile is the second country from South America to join WiM Association.
  - WiM Association joins OIV as Observer and is the key feature of the 38th OIV International Congress.
  - Wine in Moderation partners with the Born Digital Wine Awards for three years to encourage sustainable wine culture in wine communication.
  - Dutch Association of Wine Merchants (KVNW) becomes the national coordinator in The Netherlands and launches big multichannel campaign "Wim over Wijn".
  - French Federation of Aperitif Wines (FFVA) joins WiM Association as Observer to support the programme and expand reach in wine categories.
  - Vin & Société launches "Les Vindomptables", a campaign on drinking guidelines.
  - First edition of "In Vino Virtus"- a drink driving campaign by UIV with Verona State Police.
  - WiM partners with FIVIN and MDF and joins Mediterranean Diet Observatory.
- 2016** **Growth and action: what else...**
  - Munkänkarna is the first consumer association (27 000 members) to join WiM Association and coordinate the programme in Sweden.
  - Institute of Masters of Wine partners with Wine in Moderation.
  - Central website updated with content on wine & diet.
  - The Hungarian National Council of the Wine Communities becomes Wine in Moderation national coordinator.
  - Wine Brotherhoods share their love and their reason for wine and partner with Wine in Moderation.
  - National Organisation of Vine and Wine of Greece reinforces the Mediterranean origin of the programme.
  - The International Federation of Wine and Spirit Journalist and Writers (FIJEV) partners with Wine in Moderation
- 2017** **Engage, motivate and enable**
  - Wine in Moderation launches central registration system to increase participation of wineries and wine related business.
  - Organisation of a Symposium on "Responsible Wine Tourism for a Sustainable Wine Culture".
  - World education leader Wine & Spirit Education Trust (WSET) joins as Partner.
  - Sommelier School of Lithuania is the first member from the Baltics to join Wine in Moderation.
  - AEVP launches fresh and modern advertising consumer campaign "Sabes ser Moderado?".
  - Wine in Moderation makes its debut at the Budapest Wine Festival.
  - Bodegas de Argentina introduces a special action targeting drink and driving.
- 2018** **Celebrating 10 years, looking forwards**
  - Leading wine expo, Vinexpo, partners with Wine in Moderation.
  - FIVS partners with WiM Association.
  - Wine in Moderation further expands in South America by welcoming INAVI from Uruguay and ASOVINOS from Colombia strengthening the reach of the moderation message on the American continent.
  - Copa and Cogeca re-affirm their commitment.
  - The University of Reims' Wine & Law Program joins Wine in Moderation and becomes the first academic entity to join WiM association as an Observer.
  - Wine in Moderation joins UNWTO and is presented at the 3rd UNWTO Global Wine Tourism Conference.
  - IBRAVIN from Brazil joins Wine in Moderation making it the fifth country from South America to be part of the movement.
  - A celebration party to co-create the future of Wine in Moderation.