



2022



Wine in
Moderation
Implementation
Report **2022**



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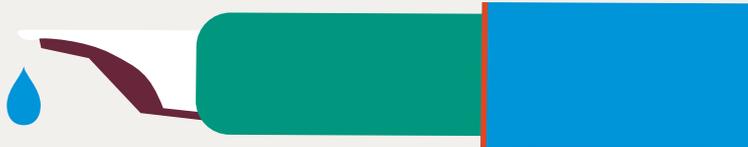


Foreword by the President

We are excited to share with you our Wine in Moderation annual report for 2022. This year has been a time of growth and change for our Programme, as we continue to encourage balanced and healthy lifestyles and well-being, moderate and responsible drinking patterns, while preserving the heritage of wine. In this report, we are proud to give you a complete overview of our achievements, progress, and the proactive steps taken by our valued members during this period.

The year 2022 marked the end of COVID's impact on our daily lives. Over the past two years, we saw how our daily routine, work environment, and important events were affected by the pandemic, but were happy to slowly emerge from this challenging time, as we started to reconnect, attend important gatherings, and overall regain a sense of normality in our work.

I strongly believe in the power and importance of this Programme as it represents a collective effort within our sector, a proactive approach, and a deep understanding of the science behind our traditions, diets, lifestyles, and overall well-being. It is about recognising how wine is intertwined with every aspect of our lives. By joining our movement, members and partners around the world show they care about their customers' well-being, but also demonstrate their commitment to educating them about how to enjoy wine in a healthy and balanced way.



While we faced challenging times, with the years 2020-2021 testing our ability to adapt as interactions changed, work transformed, and projects were reshaped; these experiences made us stronger. Today we are proud to see that the commitment of the sector has not diminished, quite the opposite.

Are we actively shaping the world we desire? Are we contributing to the sustainability of the wine sector? In 2022, Wine in Moderation made significant strides in promoting responsible and moderate wine consumption. Through education, partnerships, and communication, we continue to encourage moderation and social responsibility within the wine sector. I invite you to read through this report which will give you a glimpse of the work that was achieved during this year, and the motivation that guides our every action.

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

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





CHOOSE
SHARE
CARE

WHO WE ARE?

What is Wine in Moderation – our roots



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



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



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

Social sustainability

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

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

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



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





Our mission

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

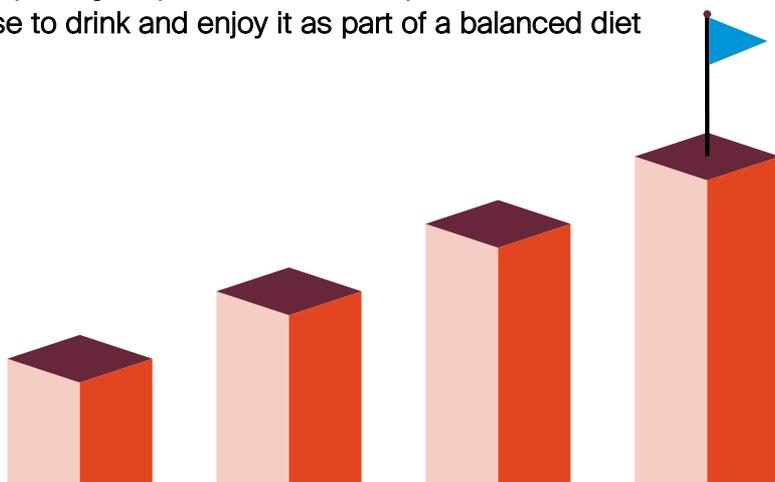


For more information about the latest scientific evidence on wine, health, and social aspects, visit the Wine Information Council website www.wineinformationcouncil.eu



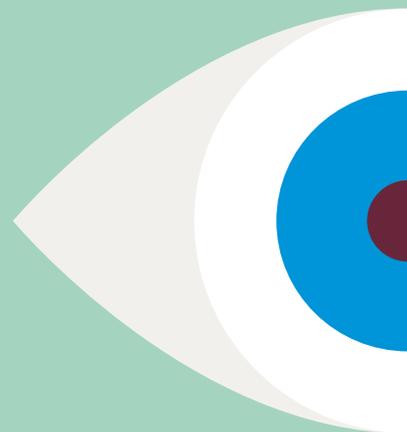
Our ambition

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



Our vision

A sustainable culture of wine.



Our values



MODERATION & RESPONSIBILITY

We embrace moderation and responsibility in all our actions.



DIVERSITY

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



PARTNERSHIP

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



DEDICATION

We are passionate and committed to make a difference.



CREDIBILITY

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



Our principles

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

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

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

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

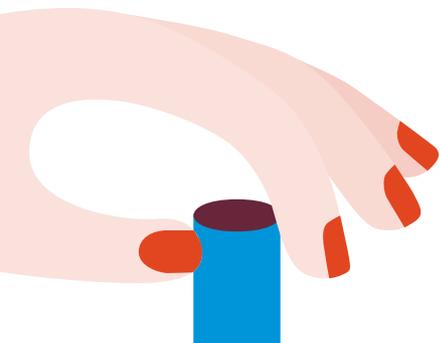


Our governance

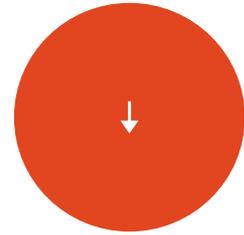


We are a unique coalition of responsible wine organisations joined by universities, authorities, and wine consumers from around the world, that aim to promote well-being and a balanced lifestyle and safeguard the heritage of wine.

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



How we are structured



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

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



+ WIM ASSOCIATION

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

+ AMBASSADOR COMPANIES

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

+ CEEV - Comité Européen des Entreprises Vins

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

+ PARTNERS

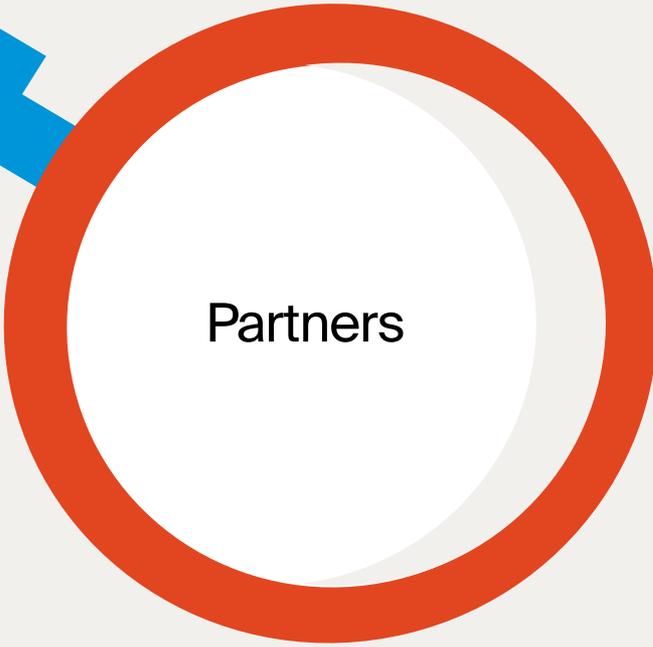
Partners are any enterprise, institution, professionals' association or grouping, social and economic stakeholder, industry or independent in the wine value chain. They can have national or international reach and will support the development of the Wine in Moderation programme accordingly.

+ NATIONAL COORDINATORS

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

+ WIM SUPPORTERS

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



Partners

NON-PROFIT ENTITIES

* **International non-profit associations**

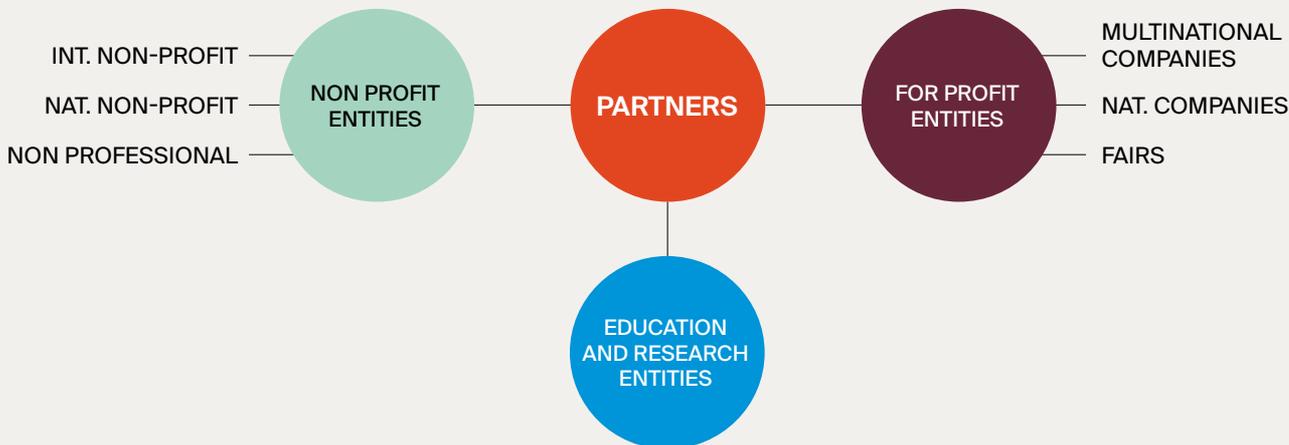
international associations linked to the wine value chain with whom the WiM Association has bilateral agreements to take punctual actions on a yearly basis.

* **National non-profit associations**

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

* **Non-professional associations**

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



EDUCATION AND RESEARCH ENTITIES

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

FOR-PROFIT ENTITIES

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

* **Multinational wine-related companies**

* **National wine-related companies**

* **Fairs**

Accountability

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

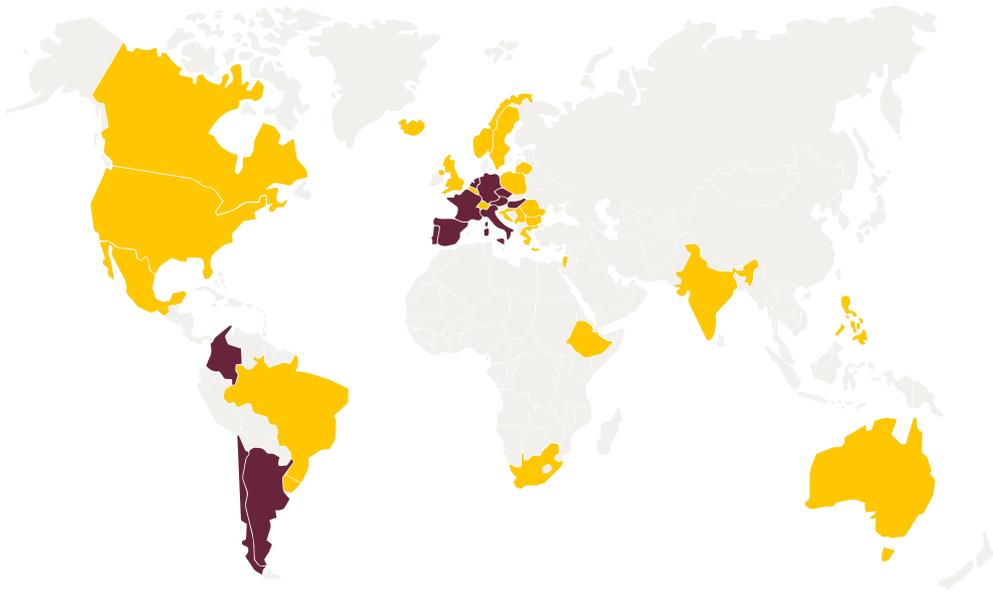
The Wine in Moderation annual report brings together the annual accumulative efforts made at national, European, and international level under the Programme by all WiM Association members and other actors.

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





Wine in Moderation's reach



WiM National Coordinators

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

Other countries reached

- ⦿ Australia
- ⦿ Belgium
- ⦿ Brazil
- ⦿ Bulgaria
- ⦿ Canada
- ⦿ Cyprus
- ⦿ Ethiopia
- ⦿ Finland
- ⦿ Greece
- ⦿ Iceland
- ⦿ Israel
- ⦿ India
- ⦿ Lithuania
- ⦿ Luxemburg
- ⦿ Mexico
- ⦿ Philippines
- ⦿ Poland
- ⦿ Romania
- ⦿ South Africa
- ⦿ Sweden
- ⦿ Switzerland
- ⦿ United Kingdom
- ⦿ Uruguay
- ⦿ USA



1

International Coordinator

WiM Association



4

Ambassador Companies

Moët Hennessy · Sogrape · Pernod Ricard · Ruffino



14

WiM National Coordinators

12 national programmes in Europe and South America and activities in more than 37 countries worldwide.



1.902

online* registrations of WiM Supporters

on 31/12/2022 from 36 countries around the world



20

Partners

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

Wine in Moderation is also:

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



International Organisation of Vine and Wine Intergovernmental Organisation



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

Associate of Alcohol in Moderation (AIM)



Member of the Sustainable Wine Roundtable

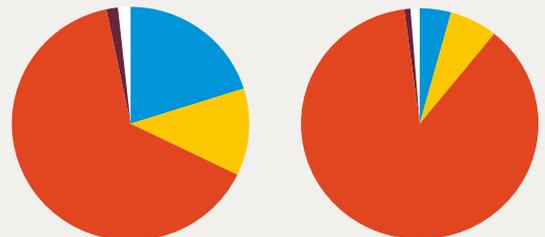


Key numbers

Wine in Moderation programme 2022 in numbers

MANAGEMENT RESOURCES	TOTAL 2011-2022	2022 TOTAL RESULTS
● Overall staff cost	8,151,340 €	698,750 €
● Management - Coordination expenses	5,057,374€	500,794 €
Total Management Cost	13,208,714 €	1,199,544 €
ACTIVITIES FINANCIAL RESOURCES	TOTAL 2011-2022	2022 TOTAL RESULTS
● Communication (incl. WCS) Information Activities/ tools	39,875,670 €	8,994,980 €
● Education & Training	965,736 €	313,862 €
● Wine Information Council	794,459 €	116,389 €
Total activities cost (Campaign-Actions-Tools)	41,635,865 €	9,425,232 €
TOTAL COST	54,844,579 €	10,624,776 €

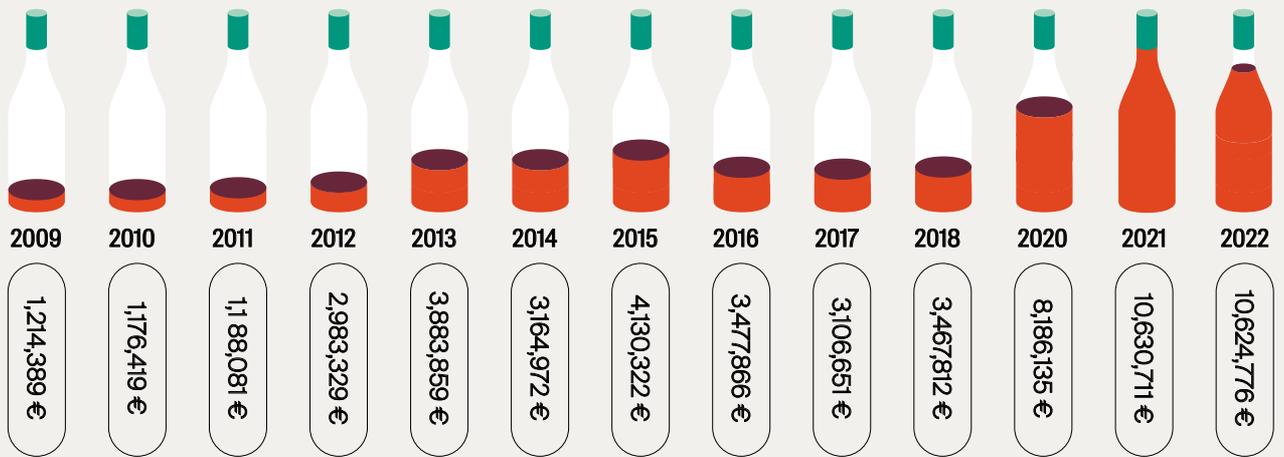
The numbers presented here represent the cumulative efforts of the WiM Association, its members and Partners.



Total Financial Investment (2008-2022)

57,235,389 €

Total Investment



Empower professionals

Education

Training in wine, health and responsible business practices targeting wine professionals continued and new draft trainings were developed with the goal to be launched in 2023.

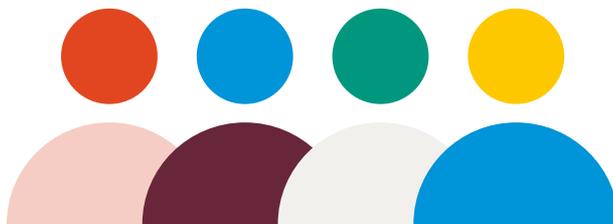
The year 2022 was also dedicated to the development of a complete and thorough training programme **“From responsible service to a sustainable consumption of wine”**. This training, developed by the Wine in Moderation Secretariat with the help of a working group, is expected to be launched in the course of 2023 and was presented in the occasion of the 43rd OIV Congress on the topic of “Current challenges: sustainability, COVID and climate change” which took place in Mexico. The various modules of the new Wine in Moderation education tool for wine professionals were presented, and the fact that education of all wine professionals plays an important role for a sustainable and responsible consumption of wine was also highlighted. The presentation triggered many questions which shows the important interest in this topic but also the need for education about sustainable wine consumption.to be launched soon.

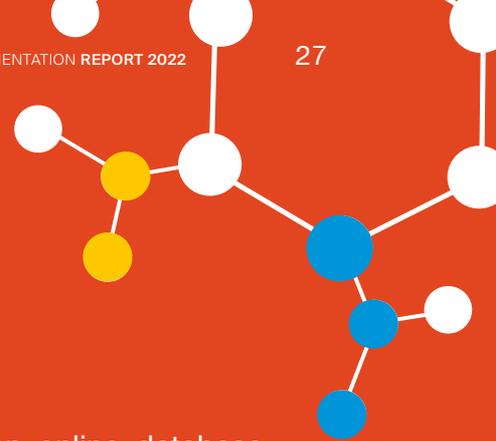
6611

Trained professionals

682

“Art de Vivre” trainings





Scientific documentation

The www.wineinformationcouncil.eu website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. In 2022, 176 new scientific abstracts were added to our database, selected based on the ANZFA criteria and under the supervision of the Wine Information Council. Through the website we also share the latest scientific news -edited by our scientific coordinator- on the most trending topics regarding wine and health.

18 articles were published in 2022 and disseminated through our monthly newsletter. Factsheets presenting the latest information and data on specific topics with a summary of the available research and statistics, as well as interviews of scientific experts are also publicly available on the website.

All the information available on the Wine in Moderation website, but also in our material and educational programmes, is based on the latest available scientific data.

2

WIC-related
events

320

Participants
in WIC-related events

5.383

Visitors in the
WIC website

176

Scientific articles
in the WIC database

320

WIC-related
disseminated materials

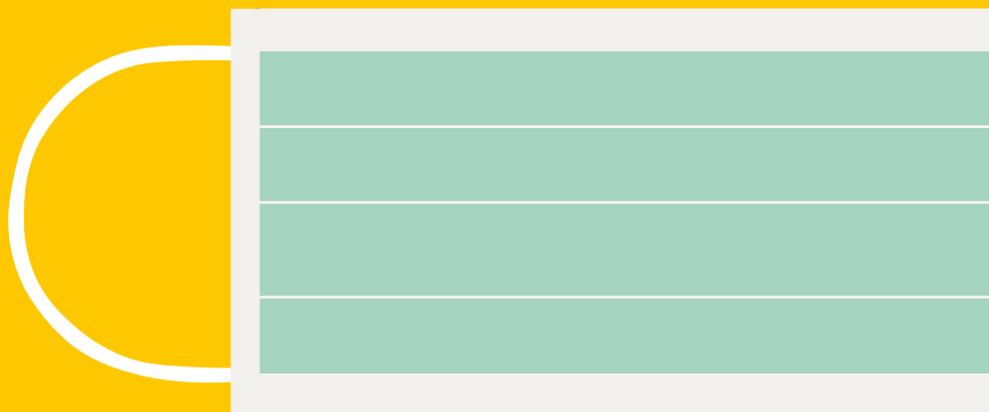
Encourage moderation and responsibility

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

Created in the frame of the new Wine in Moderation brand strategy which was released at the end of 2019, the new visual identity and tagline “**WINE IN MODERATION, CHOOSE | SHARE | CARE**” have been fully integrated by Wine in Moderation’s members and supporters around the world..

The new message continues to encourage moderation and well-being while supporting the sustainability of the sector and adopts a fresher and more modern look and intake.

Our portfolio of products and services continues to grow with the addition of action packages made available to members and supporters. These new action packages touch upon important topics such as responsible communication and wine tourism or are simply used with the aim to welcome newcomers by explaining how to take action in the frame of the Wine in Moderation programme.



After two years of COVID-19 pandemic, we were glad to see the resumption of events and direct actions, particularly in the frame of wine tourism. Nonetheless, the use of digital tools and media continued to expand to optimise results and increase the reach of the Programme.



706

Wine in Moderation
actions



2,142,082

Participants in
different Wine
in Moderation
communication
activities



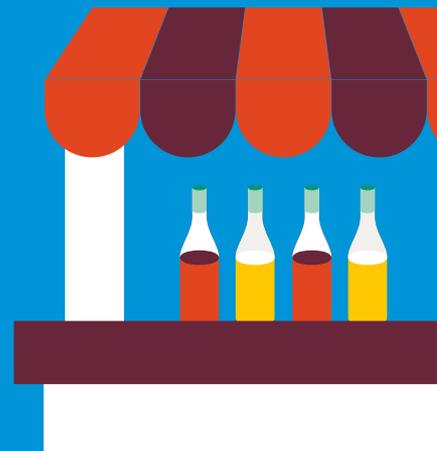
1,863,176

Disseminated
communication
products (incl.
pamphlets,
newsletter)

Key achievements in 2022

Presence at wine fairs & others: growing over time

The year 2022 marked the return of wine fairs after a two-year break. In an increasingly digitalised world, trade fairs play an important role in connecting professionals and getting messages across. From Germany to Italy, Columbia, Portugal, France and Lithuania, Wine in Moderation was present at an important number of fairs with lots of activities.





Prowein 2022: a successful occasion to present Wine in Moderation to wine professionals around the world

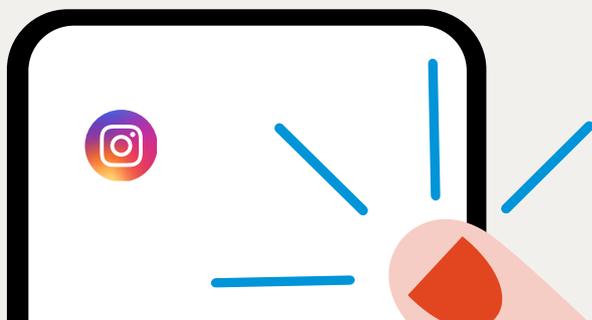
The Wine in Moderation team was present with a stand for the first time and took the opportunity to get in touch directly with the sector, promoting the Programme and presenting the mission and vision of the movement to professionals from all over the world. Visitors engaged in interactive games, enjoyed aromatised water, and took home pins with the message: **CHOOSE | SHARE | CARE.**

Various materials were distributed, containing the Wine in Moderation message and guidelines, information on the Association and how to join, etc. and contacts were made. The Executive Director of ProWein at the time, Michael Degen, even joined our President, Sandro Sartor, for an engaging conversation livestreamed on Instagram where the importance of working in synergy to promote responsible consumption during such events was discussed.

As every year, our German National Coordinator, the Deutsche Weinakademie, promoted the Programme at their stand, handing out breathalysers to visitors to monitor their BAC level, and offering low-alcohol wines and snacks to accompany their tastings. Finally, supporters also actively promoted the Programme by proudly showing their commitment. The experience was positive, expanding our reach and facilitating valuable networking opportunities.



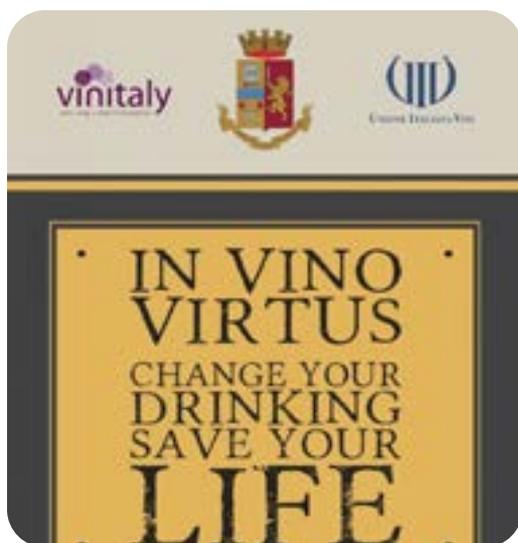
and if you weren't there, but are curious about our stand, check out this [VIDEO](#)



Vinitaly 2022: The return of Unione Italiana Vini’s campaign In Vino Virtus and an event coorganised by Federvini and Unione Italiana Vini

Vinitaly returned for its 54th edition after a long wait, with events, walk-around tastings, specific theme areas, as well as focus meetings to analyse main markets. Following the success of the past editions, **Unione Italiana Vini promoted once again its initiative In Vino Virtus** in collaboration with the Italian police throughout the whole exhibition. A wellknown social awareness campaign, In Vino Virtus aimed at promoting the values of moderate and conscious drinking and safe driving to counter the phenomenon of drink-driving.

In parallel, **FEDERVINI and Unione Italiana Vini, brought the Wine in Moderation programme to the attention of this international audience through a number of events organised in joint collaboration.** Among others, a round table was organised, “The culture of wine: a Mediterranean model” where sector experts, scientists and representatives of national authorities and European institutions discussed the Italian consumption



model and drinking pattern, the importance of the socio-cultural value of wine for the Italian territories and the importance of defending and promoting its image and its millenary history. Among the speakers, Sandro Sartor, Wine in Moderation President. The U-label platform developed by CEEV- Comité Européen des Entreprises Vins (one of our founding members) and spiritsEUROPE, was also introduced together with all its features, including the possibility for wine producers to include the Wine in Moderation logo on their electronic label raising further awareness on responsible consumption among their customers.

ASOVINOS more active than ever at wine fairs across Colombia

The 2022 editions of the **Maridaje gastronomy and wine fair** and Expovinos embraced the Wine in Moderation message through various activities. With more than 25.000 visitors each, these fairs were a unique opportunity to share the message of responsible and moderate wine consumption where flyers, as well as thousands of bottles of water were handed out. With the goal to target the topic of sustainability in general, ASOVINOS also raised awareness about the reuse of corks and wine bottles during the **EXPOVINOS** trade fair where it took the opportunity to unveil its new pillar, emphasising sustainability - a defining concept that aligns with their commitment to preserving the planet. This comprehensive approach includes responsible wine consumption as one of the association's key communication priorities, alongside recycling, reusing, reducing, repairing, and recovering resources.



Portuguese wine fairs include activities to raise awareness on the risks of drink-driving

ACIBEV actively participated in three wine fairs in Lisbon to raise awareness among consumers about the importance of moderation and the risks associated with drinking and driving with its latest social responsibility initiative: a driving simulator feigning driving under the influence of alcoholic beverages. Under the motto “If You Drink, Don’t Drive!”, ACIBEV, in collaboration with the National Road Safety Authority (ANSR), effectively conveyed the risks of driving under the influence of alcohol to thousands of visitors and conducted over 1,500 breathalyser tests.

Sogrape was present at the Essência do Vinho wine fair, where it returned to offer breathalyser tests, an interactive initiative to make visitors aware of their BAC levels during the fair. Along with the breathalyser tests, brochures, which contained guidelines for low-risk consumption, drink units and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal, were handed out to visitors.



Vin et Société promotes responsible consumption at the 2022 Paris International Agricultural Show

Attendees of the 2022 Paris International Agricultural Show discovered the campaign **“A good wine can be served with anything, never without moderation”**. Signed by The Men and Women of the Vine and Wine, the campaign was launched early 2021 to promote the link between wine, food, and moderation. During the show, the audience was invited to take the quiz **“What kind of foodista are you?”** on the campaign website to discover their foodista profile(s) and what kind of moderate wine drinker they are. Four original recipes and their associated wine pairings were then suggested along with the opportunity to discover the other profiles.



Vyno Dienos: promoting responsible wine culture in Lithuania

Vyno Dienos, the international wine and drinks exhibition, returned in 2022 to showcase wines and spirits from around the world. With over 4,000 attendees, the event focused on responsible wine consumption with the participation of the Sommelier School of Lithuania, where responsible wine consumption took centre stage. Various measures were implemented to promote responsible practices, including the use of spittoons, free distribution of water, and encouraging visitors to use public transport after the exhibition.

Informative materials were widely disseminated, featuring videos, printed resources, and even short wine tasting courses open to all attendees. These courses not only introduced consumers with no formal wine education to the world of wine but also conveyed the Wine in Moderation message.

As a thoughtful touch, visitors were invited to measure their blood alcohol content (BAC) before leaving the exhibition at the Alkotesteris.lt station, raising awareness about responsible alcohol consumption and drink driving.

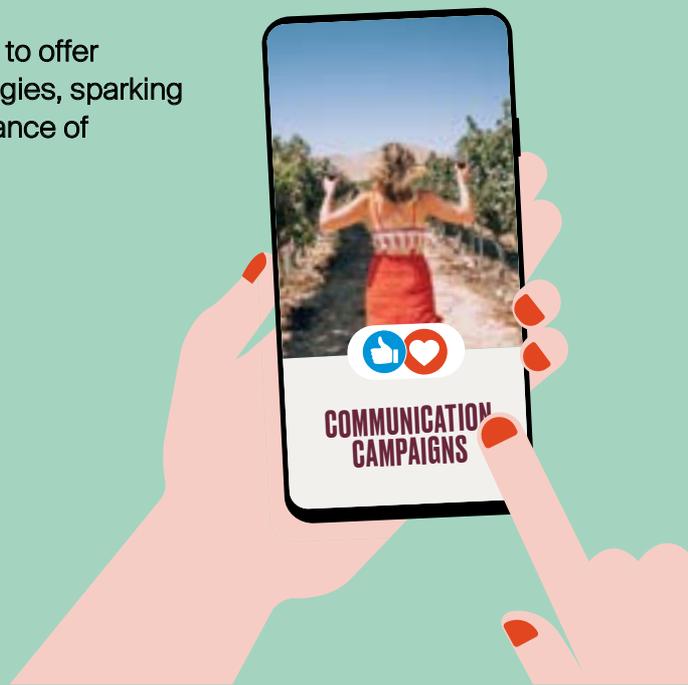


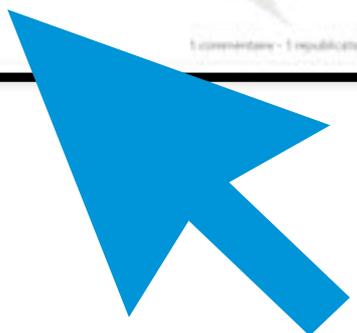
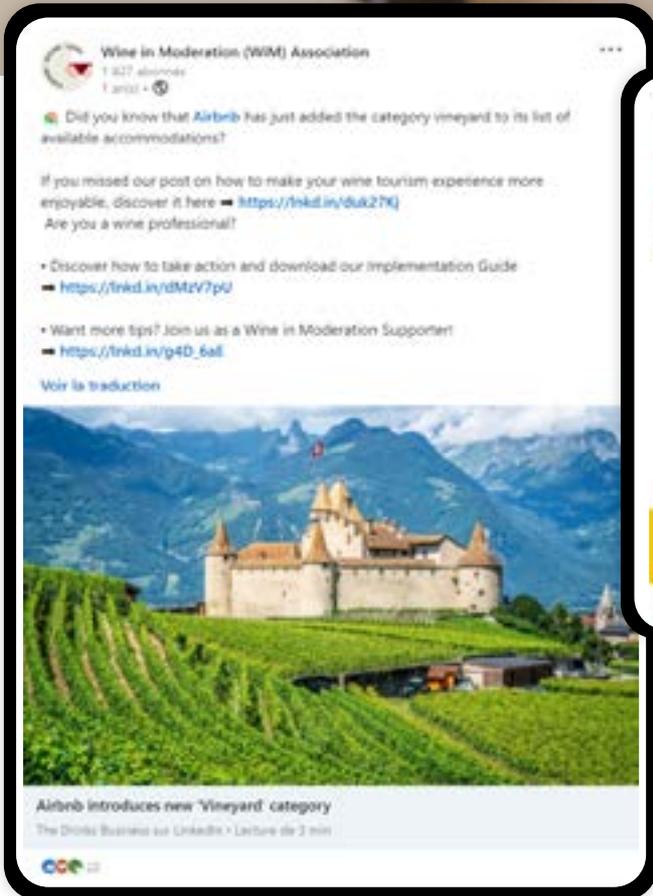
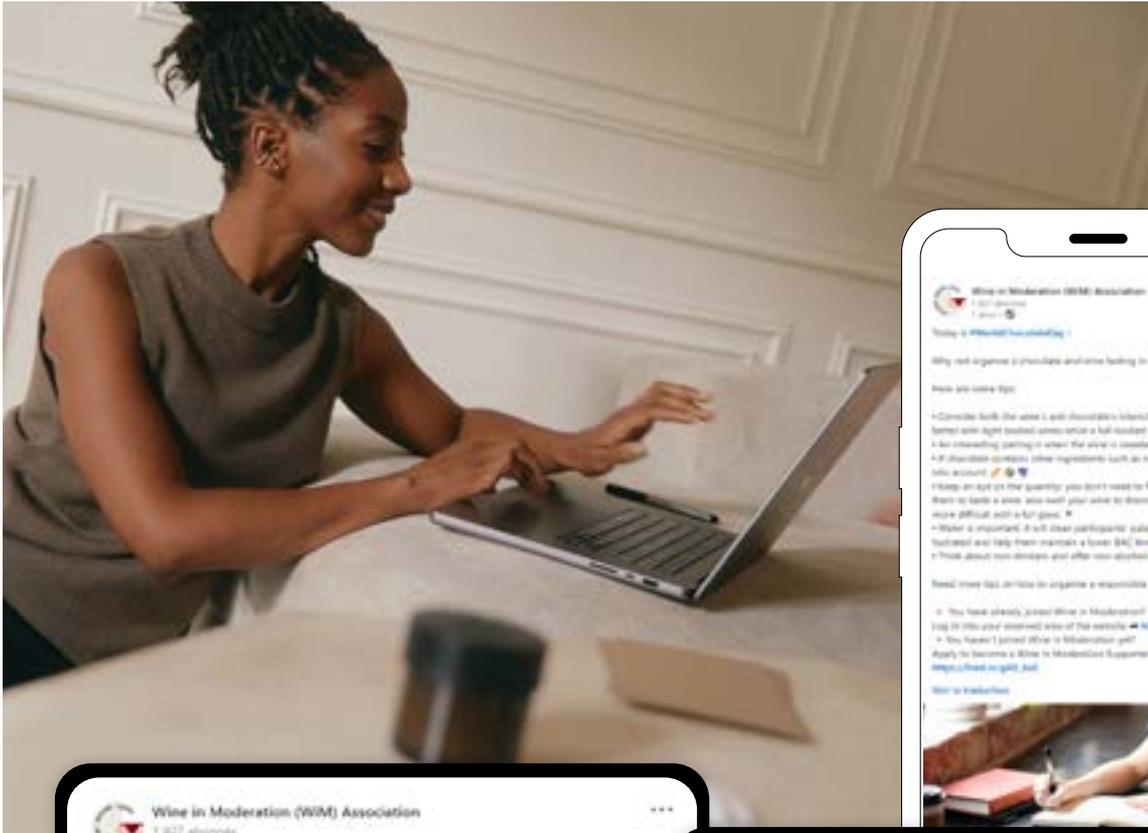
KEY ACHIEVEMENTS IN 2021

Communication campaigns

Inspired by the culinary and cultural heritage of wine, our campaigns, as well as those of our members, aim at promoting moderation and responsibility in wine drinking as a cultural and social norm. Well-structured and targeted campaigns to inform consumers continued in 2022 and new initiatives were launched.

Our presence on Instagram is designed to offer compelling visuals and innovative strategies, sparking inspiration while highlighting the importance of moderation in wine consumption.





→ Our members' campaigns

Our community of members and supporters grows alongside our commitment to promote moderation and responsible consumption of wine. This can be seen through their invaluable initiatives. Among others, the communication campaigns adapting the Wine in Moderation message to the different national contexts and languages where the Programme operates.

As every year, **AEVP revived its Wine in Moderation campaign** at the beginning of the autumn with the aim to raise knowledge on moderate and responsible consumption patterns. The campaign, which ran until the end of the year, was visible in a number of important national media, among which TV and online newspapers, as well as on social media, across cinemas and outdoor display panels.



On the International **Fetal Alcohol Spectrum Disorder Awareness Day, Vin & Société**, National Coordinator in France, invited influential women in wine, who are also mothers, to share their own experience. Holding different positions in the wine industry (sommelier, wine consultant, wine influencer), these women highlighted how important it is to remind any mother-to-be that drinking alcohol while pregnant can harm the health of the baby. As a preventable condition, it is thus crucial to raise public awareness about prenatal alcohol exposure.



In Argentina, National Coordinator Bodegas de Argentina made sure to include moderation and responsibility in existing campaigns, such as the campaign **#ElegíCuidarte**. They also celebrated a **responsible consumption day** through awareness, education and communication to promote the responsible consumption of wine. Materials were produced (table tents and stickers with the campaign slogan and a QR with access to all the information available on the website) destined to wineries, bars, food, and wine shops.

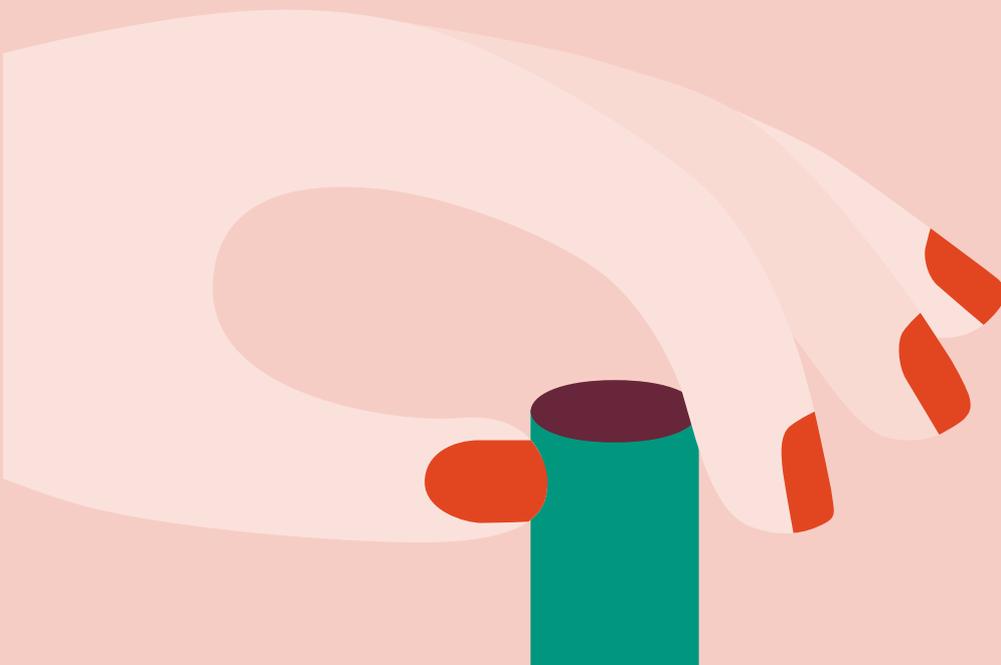


KEY ACHIEVEMENTS IN 2021

Participation at events

Alongside trade fairs, regular events also resumed in 2022. Wine in Moderation was present at different events around the world through the participation of the Wine in Moderation Secretariat and its members.

The topics of **sustainability and responsible consumption** remained at the heart of numerous initiatives organised by WiM Association members.

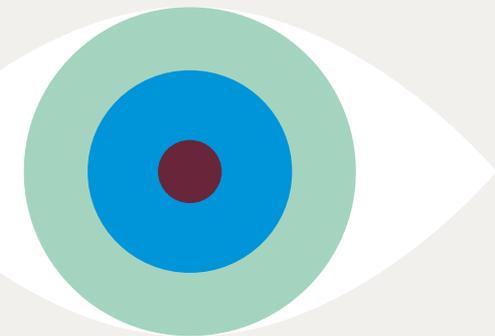




For the first time since its inception, the **Italian Wine Tourism Movement promoted Wine in Moderation at Cantine Aperte**. Organised by the Italian Wine Tourism Movement (MTV), Cantine Aperte opened the doors of over 600 Italian wineries to wine enthusiasts, and showcased not only wine tastings but also a variety of activities, including workshops, exhibitions, and concerts, reflecting the latest trends in wine tourism. MTV seized the opportunity to introduce Wine in Moderation to Italian wine lovers, emphasising the importance of responsible wine consumption, and distributed informative kits featuring the Wine in Moderation logo, consumption guidelines, and tips for both consumers and professionals, to participating wineries. As Nicola D'Auria, President of MTV, highlighted, “Cantine Aperte provides an ideal platform to educate and encourage conscious wine consumption. The convivial atmosphere fosters responsible drinking and puts moderation into practice.” Additionally, a video was shared to announce the partnership.

CEVI, an important partner of Wine in Moderation and one of the historic founders of the Programme, **celebrated its 20th anniversary**, reaffirming its commitment to responsible wine consumption. Wine in Moderation materials were distributed during the event, which saw the presence of numerous MEPs, and EU officials, emphasising the importance of moderation and responsible drinking.





Bodegas de Argentina continued promoting the responsibility and moderation message in all its events, during **Argentina's Annual Forum**, the **Bonarda and Pinot Noir week**, the **Encuentro Regional Mendoza**, the **Harvest celebrations**, and many more. The activities were planned respecting the guidelines of the Wine in Moderation programme for responsible wine consumption, with informative brochures. Mineral water was distributed, and Bodegas de Argentina always shared a few words about Wine in Moderation and the importance of enjoying wine within a healthy and balanced lifestyle. The **Malbec Day** was also moderate and responsible, specific activities were organised inviting the public to learn more about the Malbec variety and wine in general, its history, culture and how to enjoy it responsibly. Lastly, the Argentinean National Coordinator also participated at the Congress of Wine Bars and Business to **encourage wine bars to share the moderation message**.

Sogrape was present at the event "Chefs on Fire", to raise awareness about the risks of drinking and driving. Under the motto "Choose, Share, Care", Sogrape carried out breathalyser tests and handed out brochures containing guidelines for low-risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal.



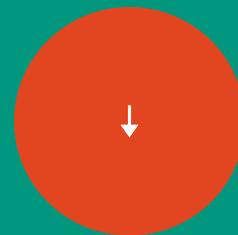


Past years' appointments were repeated this year, such as **Copa-Cogeca's annual harvest event** to present the upcoming trends, opportunities and challenges in the wine sector, which was followed by a wine tasting event where Wine in Moderation was invited to give out information on responsible and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



KEY ACHIEVEMENTS IN 2022

Education



Training in wine, health and responsible business practices targeting wine professionals continued and expanded. In addition to the trainings that were launched in a number of countries in 2021 and previous years, members have started increasing their partnerships with the goal to target an increasing number of professionals.

The Spanish Wine Federation signed not one but two cooperation projects. In partnership with the **International University of La Rioja (UNIR)**, they launched a **master's degree in wine tourism covering social responsibility and the Wine in Moderation programme**. The programme aims to educate professionals in the wine sector about sustainable wine tourism strategies and the importance of social responsibility, and includes a module dedicated to Wine in Moderation. The master's degree will provide students with the knowledge and skills to create memorable wine tourism experiences while incorporating digital interactions and promoting social and environmental sustainability.

In parallel, FEV organised summer courses in collaboration with **Madrid's Complutense University including talks on sustainability and the relation between wine and health**. The courses featured presentations on innovation, sustainability, and the effects of moderate wine consumption on health.



The initiative aimed to raise awareness of responsible wine consumption among university students. The “**Greek Wine Academy**”, successfully developed by EDOAO, brought moderate wine consumption to the attention of professionals. Among the main actions of the programme, a training addressing professionals working in the HO.RE.CA, retail and wine tourism sectors in Greece and Germany with a focus on Protected Designation of Origin (PDO) - Protected Geographical Indication (PGI) wines and moderate consumption of wine.

In 2022, **Vin et Société** also started working on a dedicated training programme for future wine professionals. Through a series of five different challenges, 16-to 20-year-old wine students are educated about responsible and moderate drinking. The pilot training was divided in five sessions and was very well received by the participants.



KEY ACHIEVEMENTS IN 2021

Growth

2022 was a year of growth both for the Association, but also for the Wine in Moderation programme around the world.

We were very happy to welcome yet another National Coordinator in 2022, strengthening the programme's reach in Central Europe. **The Czech National Wine Centre was the 14th entity to join the WiM Association in their quality of National Coordinator** committing to promote responsible wine consumption and implementing the Programme at national level.



Dagmar Fialová, marketing director of the **National Wine Centre**, and responsible for the implementation of the Wine in Moderation programme in the Czech Republic, commented at the time of their adhesion:

“The Czech Republic is a rather small country and our wine sector seems to be even smaller, however, wine has a strong presence in our culture and belongs to our nature and history, therefore it seemed only logical to join the Wine in Moderation movement as we realise, that responsible wine drinking together with an overall awareness about general sustainability is the only way forward.”



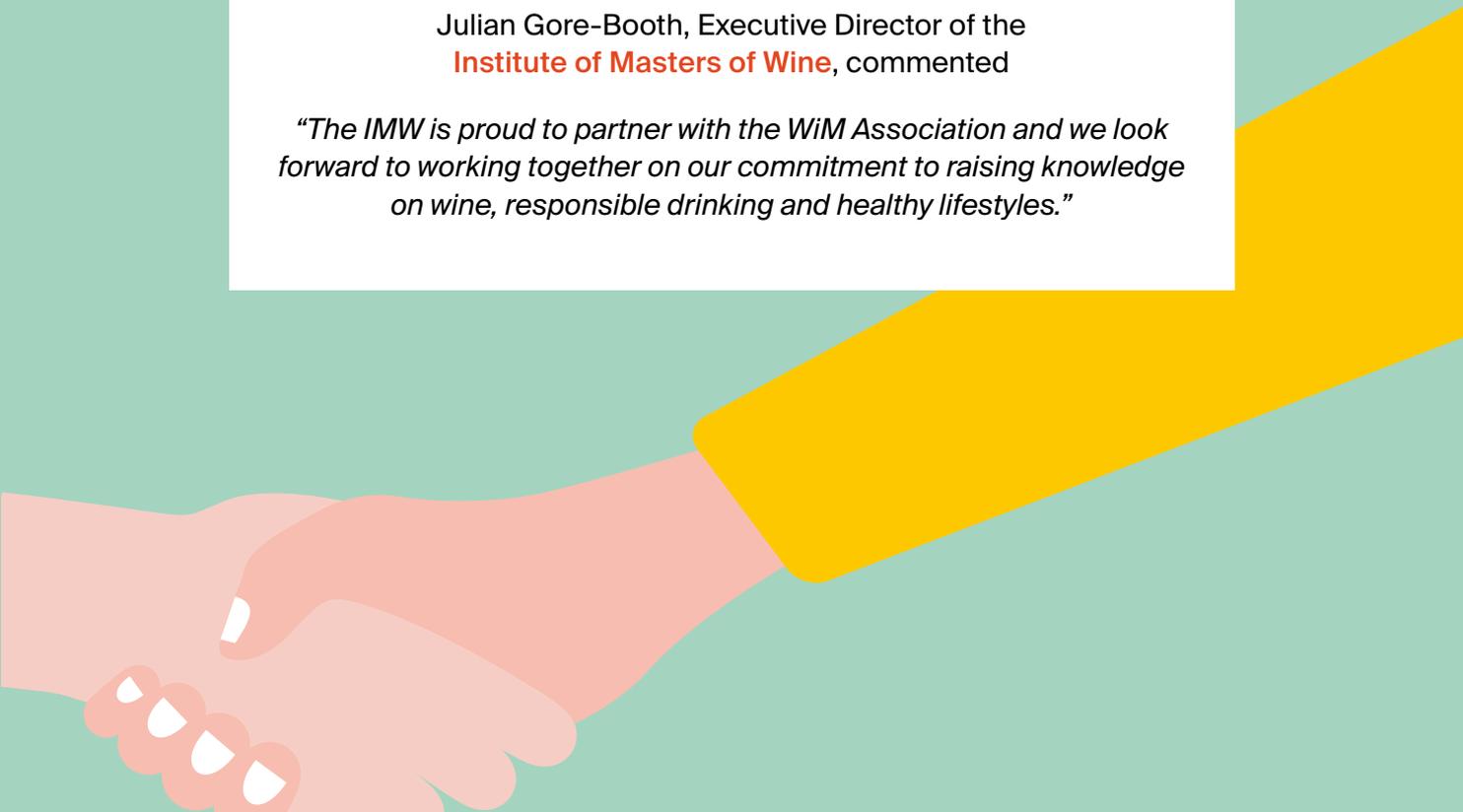
In the frame of our new membership scheme, we also took the opportunity to reconnect with our partners and were thrilled to **renew our partnership with the Institute of Masters of Wine**.

Since our initial partnership in 2016, both Wine in Moderation and the Institute of Masters of Wine have grown and expanded, leading to an updated action plan. The focus will be on communication and education, with a shared mission to promote moderation and social responsibility. This partnership will involve joint actions, up-to-date information dissemination, and integration of educational projects to reach a wider audience.



Julian Gore-Booth, Executive Director of the **Institute of Masters of Wine**, commented

"The IMW is proud to partner with the WiM Association and we look forward to working together on our commitment to raising knowledge on wine, responsible drinking and healthy lifestyles."

A stylized illustration of two hands shaking, symbolizing a partnership. One hand is light pink, and the other is yellow. The background is a light teal color.



Terroir Moselle was the first association of its kind to partner with Wine in Moderation. A joint initiative of producers, institutional, and tourism actors of the European vineyards of the Moselle region in France, Luxembourg, and Germany, Terroir Moselle will focus on the communication of the responsible message and the empowerment of regional professionals and will seek to include Wine in Moderation horizontally in all its actions.



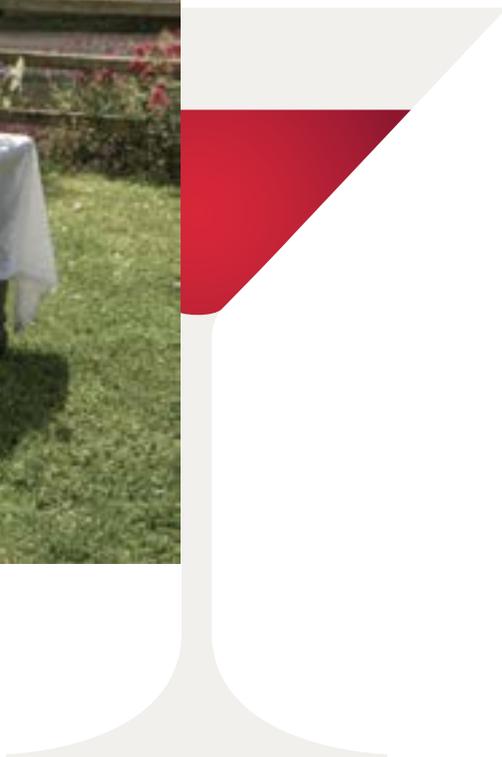
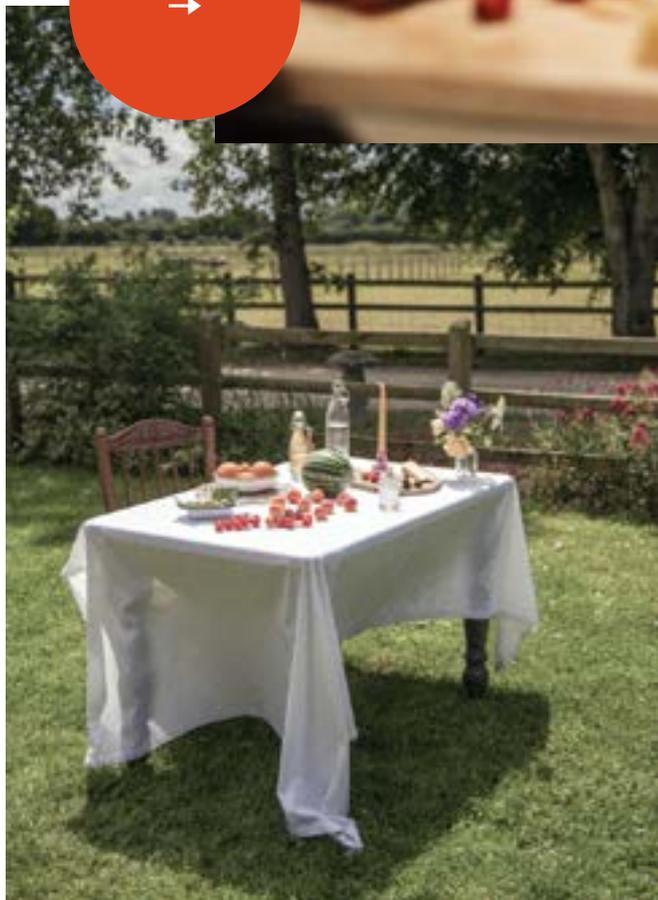
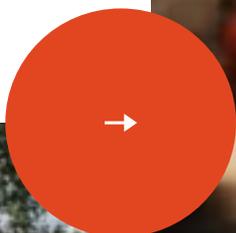
TERROIR MOSELLE

Ségolène Charvet, Manager of **Terroir Moselle** commented,

“We share the excitement to partner up with Wine in Moderation and support the common efforts of the sector to promote responsible consumption patterns. At Terroir Moselle, we are firm believers that wine should be enjoyed in moderation and as part of a balanced lifestyle, and we look forward to being a part of the movement and showing our commitment to the sustainability of the wine sector.”

Considering the importance of including responsible and moderate wine consumption in the larger debate about sustainability, it seemed only logical for the association to **join the Sustainable Wine Roundtable**. As a part of this coalition, Wine in Moderation contributes to promoting global wine sustainability and allows us to engage in working groups, forums, and research on social sustainability.

In parallel, the Programme continued to welcome **new supporters** linked to the wine value chain, ranging from wine companies to wine writers and wine shop owners. Located worldwide, the supporters continue spreading the moderation message and educating their professionals and consumers. As the Programme grows, so does our motivation to continue sharing a sustainable culture of wine.

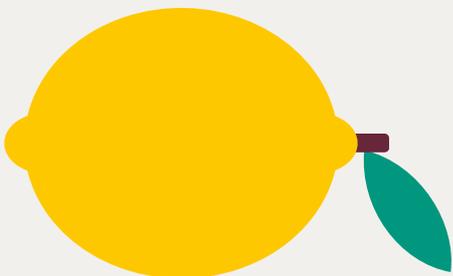


KEY ACHIEVEMENTS IN 2021

Additional initiatives

With sustainability at the core of our mission, it seemed only natural for Bodegas de Argentina to be dedicated to addressing environmental, social, and economic sustainability in viticulture through its **Sustainability Protocol**, which was updated in 2022 to include a dedicated section on Wine in Moderation, further promoting responsible consumption to enhance the visibility of the Wine in Moderation programme. The protocol, which applies nationally, places great emphasis on responsible production, marketing practices, and the importance of reducing the environmental footprint.

Vin & Société conducted a survey to explore French people's connection between wine and eating habits. It revealed that wine holds a unique place in French society, strongly associated with meals and conviviality. Over 70% of respondents believe that a good meal is the best opportunity to enjoy a glass of wine. Samuel Montgermont, President of Vin & Société, emphasized the central role of wine in French culinary experiences and insisted on the “this specific status that explains the mature relationship that the French have today with wine”.





END NOTE BY THE SECRETARY GENERAL

As we conclude another remarkable year, we reflect upon what we have achieved, the challenges we have overcome, and the journey we embarked upon together more than a decade ago. It is with pride that we present to you our 2022 annual report, a testimony to our commitment and our collective efforts to promote a sustainable culture of wine.

2020 marked the launch of our Brand and Association strategies which have continued to unfold, putting new tools and materials at the disposal of our members and supporters. It is always a great reward to see them being used and distributed with a common goal to inspire healthy lifestyles and well-being.

In 2022, we also continued reconnecting with our long-standing partners and we were proud to witness the ever-growing interest and commitment of existing members and supporters. The arrival of a new National Coordinator in central Europe was also an important tribute to the work that other national associations have been doing over the years, showing their efforts, and inspiring others to join them in their adventure.

Developing this implementation report is always a great way to acknowledge the numerous individuals and organisations that are committed to Wine in Moderation and who have devoted time and effort to encourage the sustainability of our societies and the promotion of healthy and modern lifestyles.

As we close 2022, we are proud of what was achieved in the frame of the Wine in Moderation programme but also for the endless dedication of our colleagues around the world. To our members, partners, and supporters, thank you for your trust and endless support. Your commitment to our Programme and your belief in our vision for a sustainable culture of wine has been the driving force behind our accomplishments, and your responsible choices and commitment to moderate wine consumption are the ultimate testament to the positive change we are striving for.

Today, we feel grateful for the important groundwork and dedication that has been invested in developing new information and tools with professionals and consumers around the world.

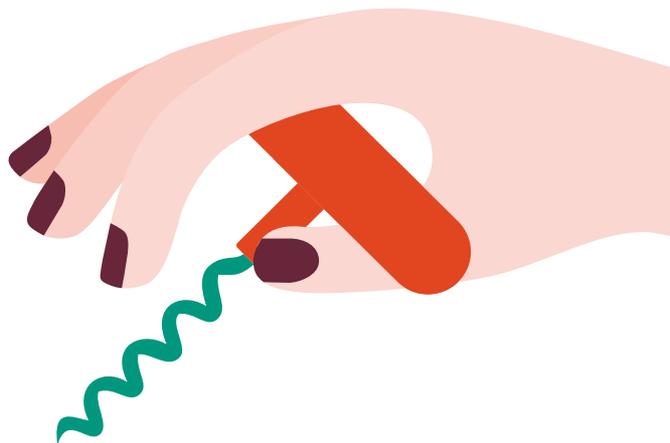
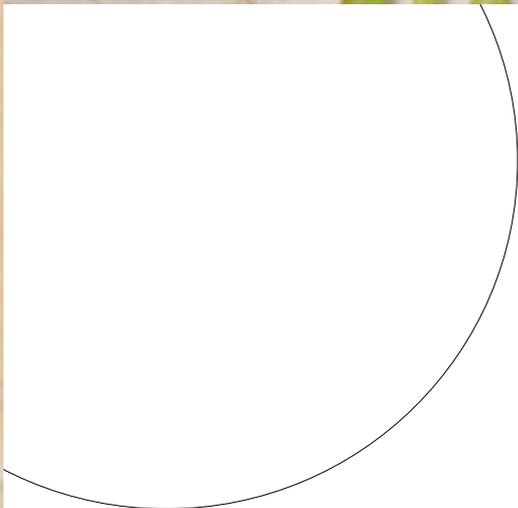
We look forward to continuing working together to make a difference in the way people appreciate wine... in moderation.

Thank you for being part of our journey.

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

* **Nadia Frittella**
Secretary General, WiM Association







For a sustainable culture of wine

ABOUT THE REPORT

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

ABOUT THE WIM ASSOCIATION

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

ABOUT WINE IN MODERATION

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

WINE IN MODERATION

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