



WINE. A CULTURE OF MODERATION

A WINE SECTOR SOCIAL RESPONSIBILITY PROGRAM



FEDERATION INTERNATIONALE DES CONFRÉRIES BACHIQUES
ASSEMBLÉE GÉNÉRALE ORDINAIRE | PARIS | 3 FEVRIER 2018



George Sandeman

- Board Member at Sogrape Vinhos - responsible for Government Affairs
- Chancellor Confraria do Vinho do Porto
- President WINE IN MODERATION aislb (NGO)
- Wine Consumer





M A N Y
S T O R I E S
T O S H A R E



O N E W A Y
T O A P P R E C I A T E



W I N E
A C U L T U R E
O F M O D E R A T I O N

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WINE, ONLY APPRECIATED IN MODERATION

THE CULTURE OF WINE



RELIGION



FOOD



PLEASURE



- Wine is integral to many lifestyles and cultures across Europe and the world;
- Wine brings an invaluable social, cultural, agricultural, environmental and economic contribution to regions and countries;
- Wine is associated with religion, with gastronomy and with enjoyment and pleasure.
- The vast majority of consumers enjoy wine in moderation, while a minority misuse alcoholic beverages in way that is harmful to themselves and others.



THE CULTURE OF WINE



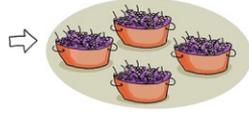
HOW RED WINE IS MADE

jellederoeck.tumblr.com
@jellederoeck

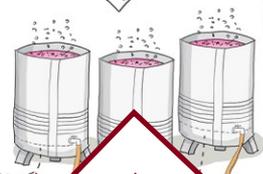
GROW SOME GRAPES



& HARVEST



ALCOHOLIC FERMENTATION
SUGAR + YEAST
↓
ALCOHOL + CO₂



GET THE MOST
JUICE OF EVERY
SINGLE GRAPE

Antioxidants

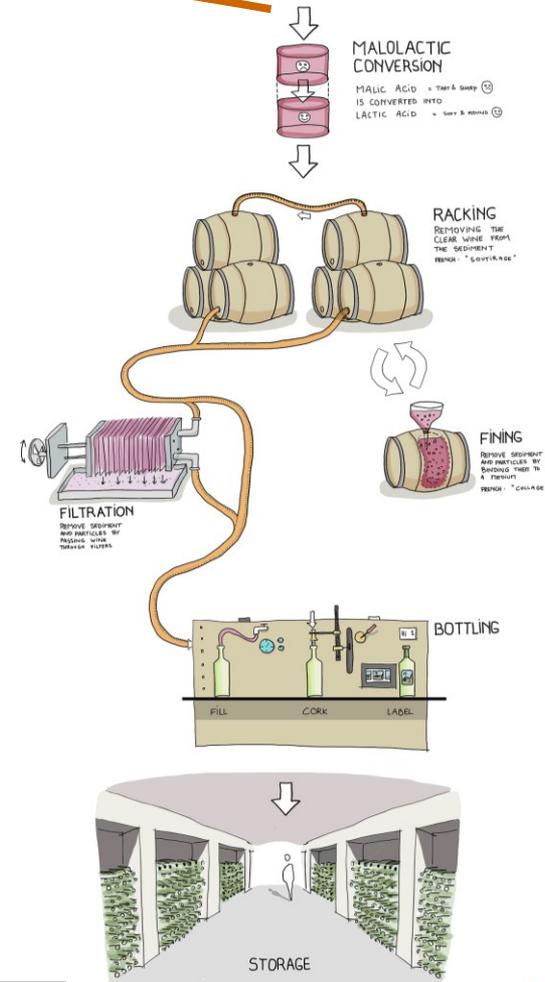
Alcohol

85%



AGEING
PROCESS

PICK YOUR
WEAPONS!
FRENCH: "ELEVAGE"



WINE. A CULTURE OF MODERATION

Designed by Inès de Senne
Sharing is caring. <http://www.tumblr.com/photos/how-to-red-wine-made>



- Alcohol is on the political agenda - global, regional and national
- A constant pressure from countries with restrictive alcohol policies (due to cultural, social and religious forces) as well as NGOs;
- Strong pressure to apply same measures as tobacco to alcohol (tax, restrictions and prohibition)
- Little distinction between “moderate consumption” and “abuse” .





- Wine in Moderation is the social responsibility movement of the wine sector - committed to reducing alcohol related harm from misuse and abuse of wine and other alcoholic beverages and encourage a cultural change in the way people approach alcohol.



- The WIM objective is to defend the legitimate place of wine in society, assuring a socio-economic environment which allows the sustainable development of responsible businesses.



SOCIAL RESPONSIBILITY



wine communities, viti-viniculture, landscape, rural environment, Confréries Bachiques



mediterranean diet and culture



tourism, enotourism, gastronomy
moderate & responsible wine drinking



WINE. A CULTURE OF MODERATION

WIM COMMITMENT



Organise
Action

Empower
Professionals

Encourage
Moderation and
Responsibility

WINE COMMUNICATION
STANDARDS

Self-regulation of
Advertising and
Marketing

"ART DE VIVRE"
EDUCATION PROGRAMS

Education and
information

WINE INFORMATION COUNCIL

Sharing "Best Practices"
and Scientific Evidence



WINE. A CULTURE OF MODERATION

WIM COMMITMENT



WINE, A CULTURE OF MODERATION

National Coordinators



Ambassador companies



Wine in Moderation Programme Associated Partners



WiM Association Observer



*Membership at November 2017



Organise Action

Since 2011, under the international coordination of the WiM Association, the Wine in Moderation Programme, has reached more than 26 countries worldwide.

“2014-2016 was a great period of growth for Wine in Moderation which saw new countries join the movement and welcomed many new Associated Partners.”

1
International coordinator – WiM Association

14
WiM National Coordinators in 12 Countries

more than
26
countries worldwide

By the end of 2016 the Wine in Moderation has brought together

3
Ambassador Companies

9
Associated Partners

3
Observers

Thousands
of supporters in the wine value chain



"ART DE VIVRE" - EDUCATION PROGRAMS



UNDERSTANDING ALCOHOL - DRINKING PATTERNS - GUIDELINES FOR LOW RISK



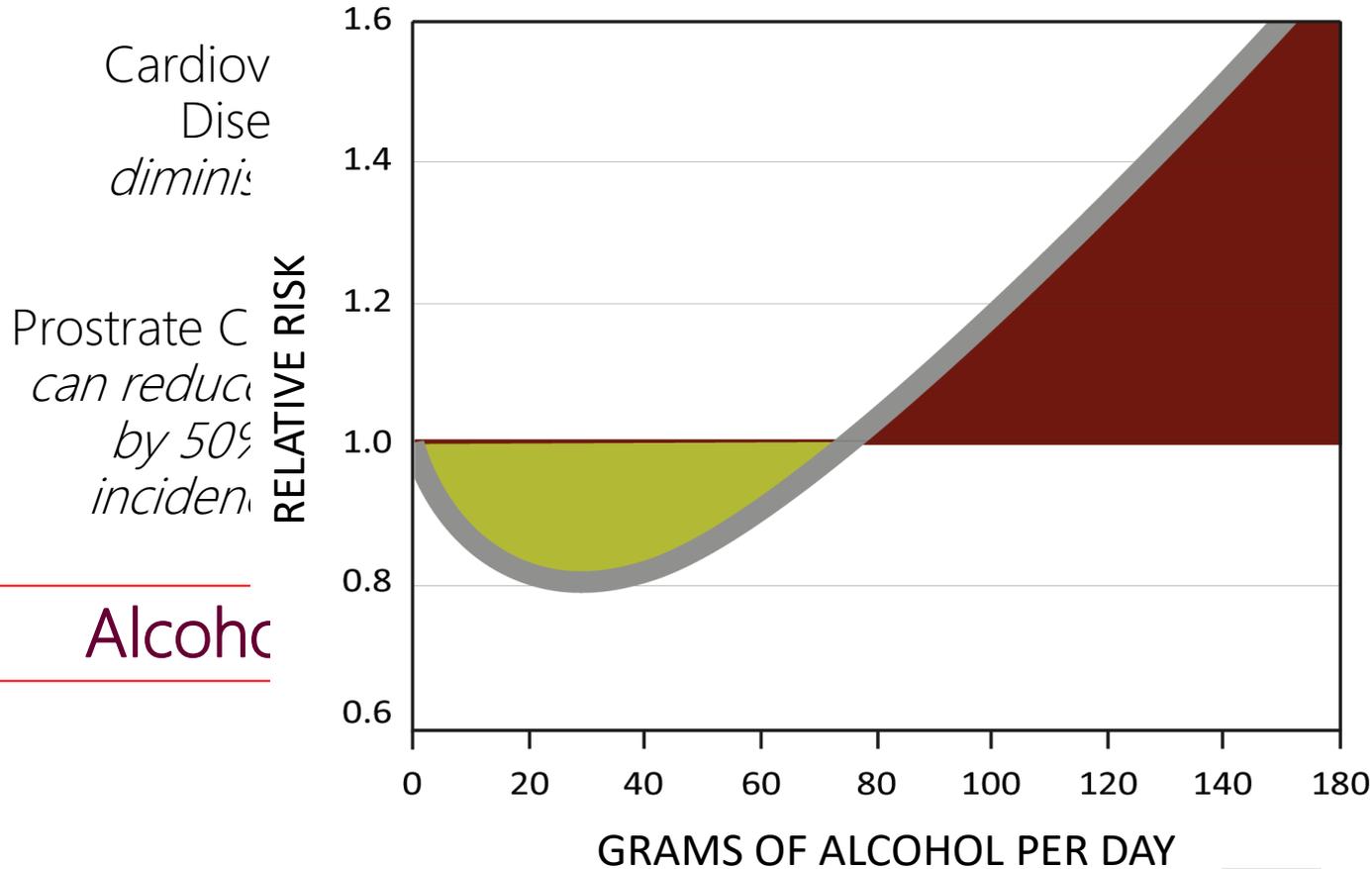
WINE. A CULTURE OF MODERATION

UNDERSTANDING ALCOHOL



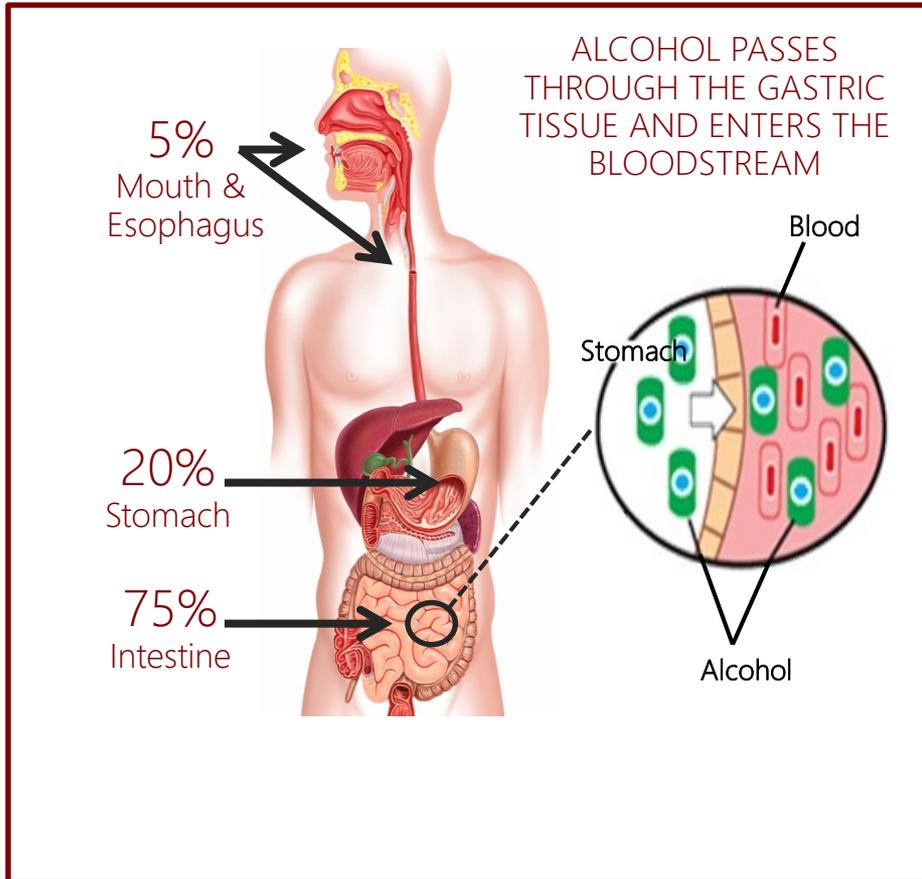
Blessed Red Wine

Research indicates that moderate consumption can have health benefits for specific groups

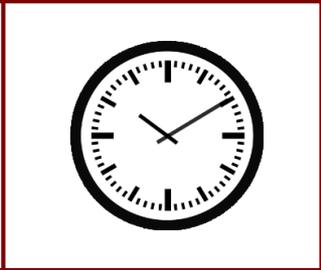


WINE. A CULTURE OF MODERATION

UNDERSTANDING ALCOHOL



The organism eliminates
0,10 g/l of alcohol per
hour.



THERE IS NO WAY TO ACCELERATE THIS PROCESS





RISKS OF ABUSIVE CONSUMPTION

IMMEDIATE

- Fatal road accidents
- Domestic Violence / Non-consensual sex
- Loss of productivity / absenteeism
- Difficulty learning
- Unprotected sex
- Impotence, Infertility

FUTURE

- Alcohol Dependence
- Hypertension, Arrhythmias
- Alcoholic hepatitis, cirrhosis
- Various types of cancer
- Neurological disorders
- Anemia
- Fetal Alcohol Syndrome
- Gastritis, ulcers
- Depression, anxiety

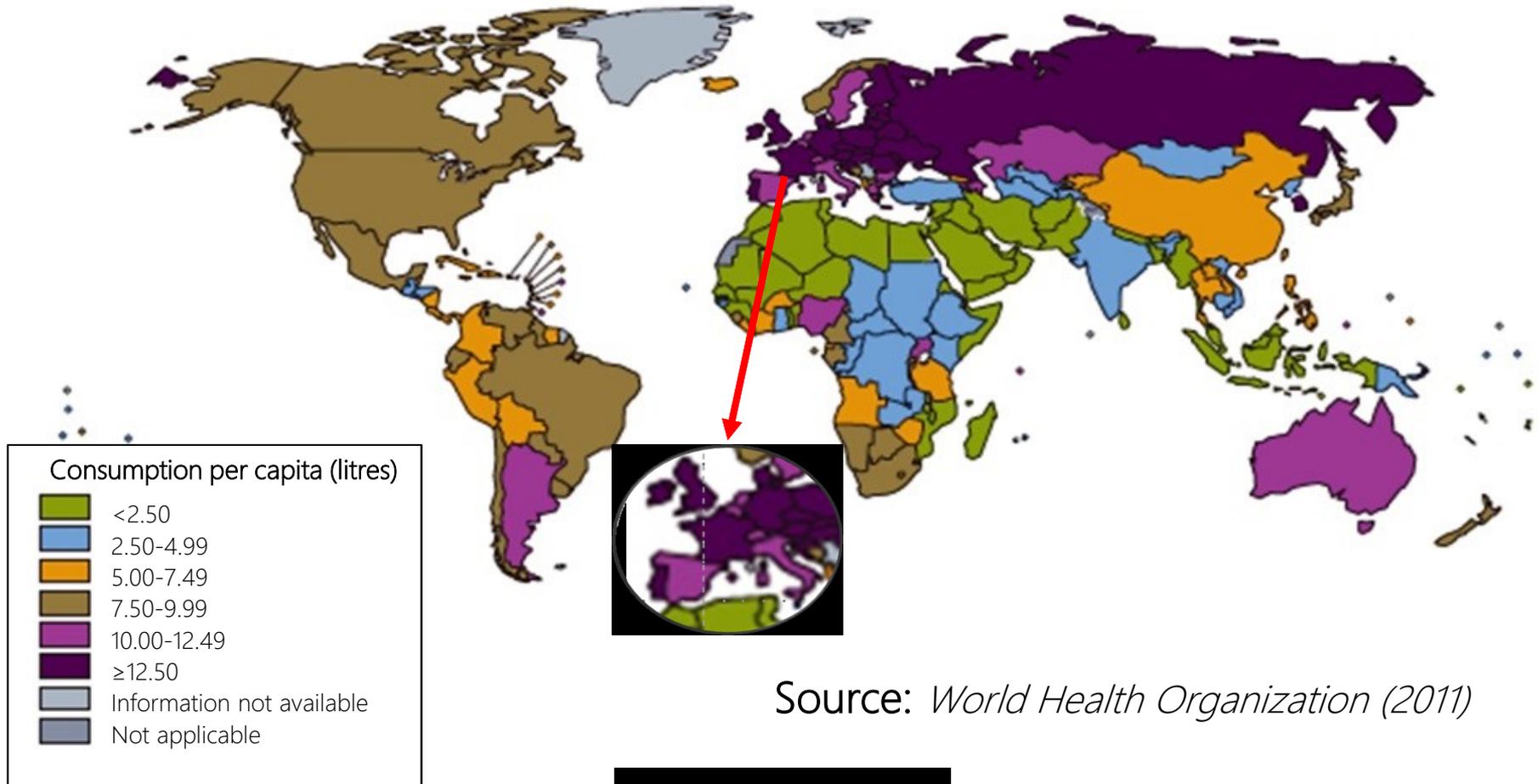


DRINKING PATTERNS



ADULT PER CAPITA CONSUMPTION

(pure alcohol per person per year – incl. unrecorded consumption)



Source: *World Health Organization (2011)*

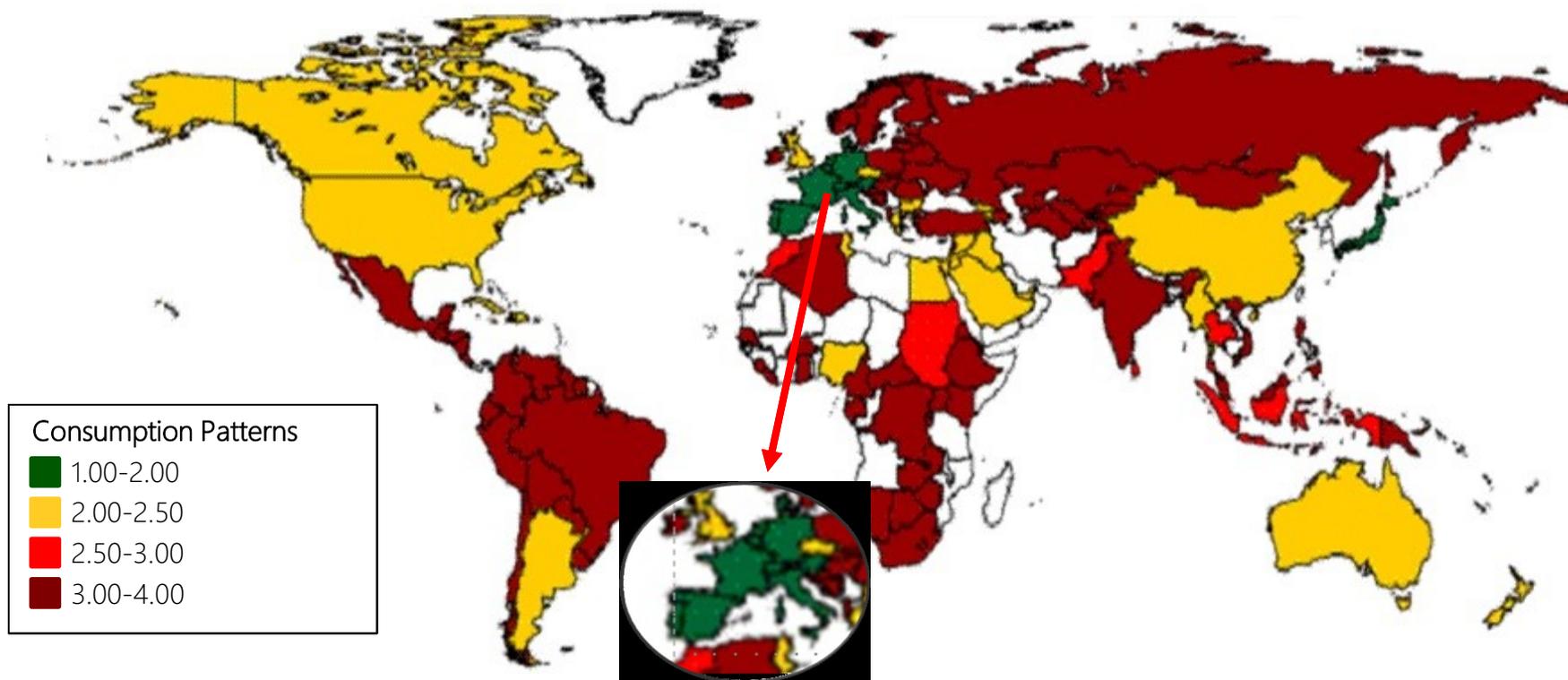


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DRINKING PATTERNS

DRINKS PER OCCASION



Source: *World Health Organization (2005)*
Note: No updated WHO information (2015)



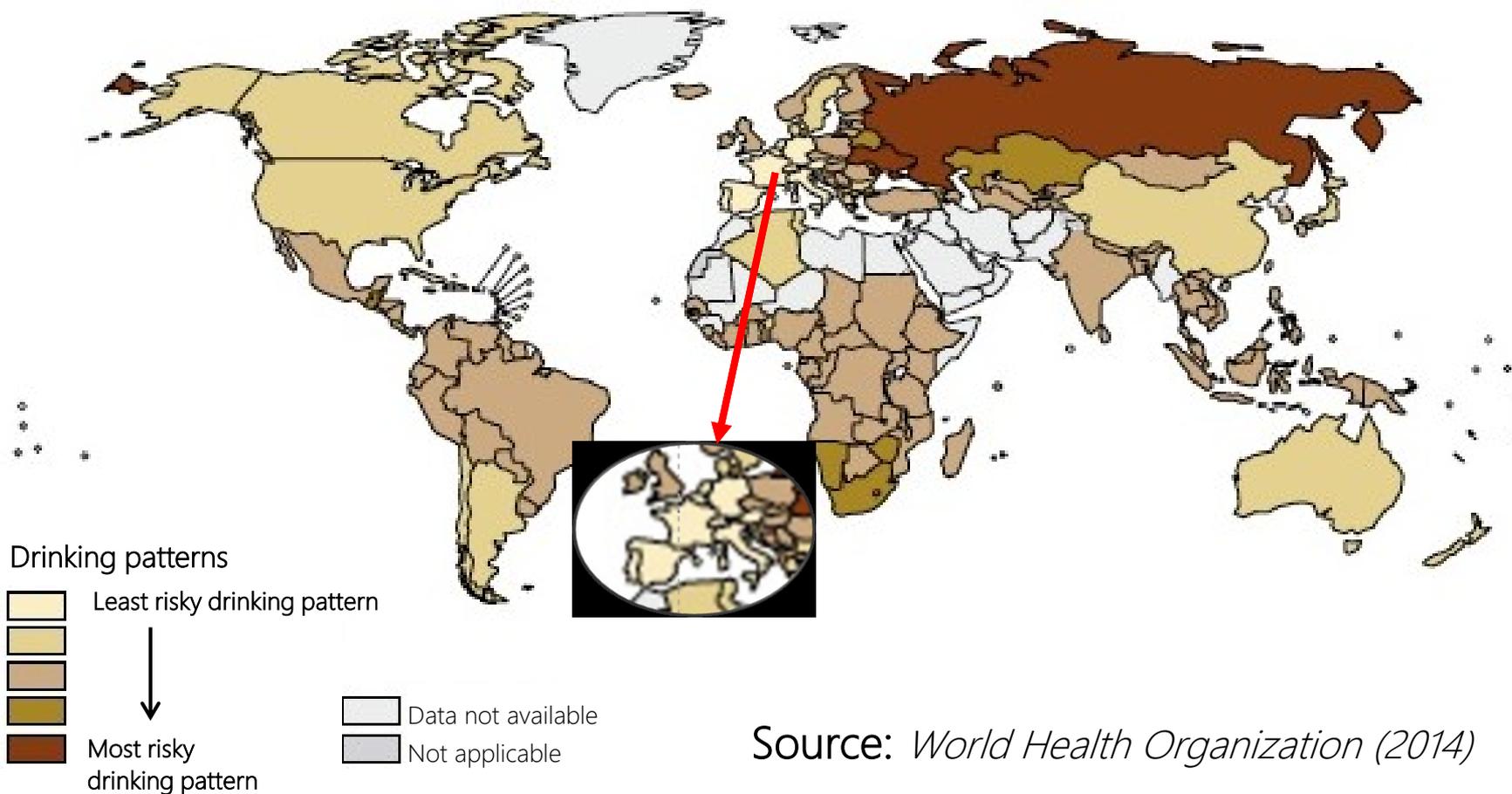
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DRINKING PATTERNS

GLOBAL RISK SCORE (RANKING LESSER TO GREATER)

(15+years) 2010



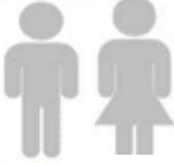
Source: *World Health Organization (2014)*



WINE. A CULTURE OF MODERATION

GUIDELINES FOR LOW RISK CONSUMPTION *



	2	Up to 2 drink units per day for women
	3	Up to 3 drink units per day for men
	4	Never more than 4 drink units on a special occasion
	0	1 or 2 times a week abstain from drinking alcohol

* The World Health Organization advises that there is no safe level of alcohol consumption, and recommends total abstinence.





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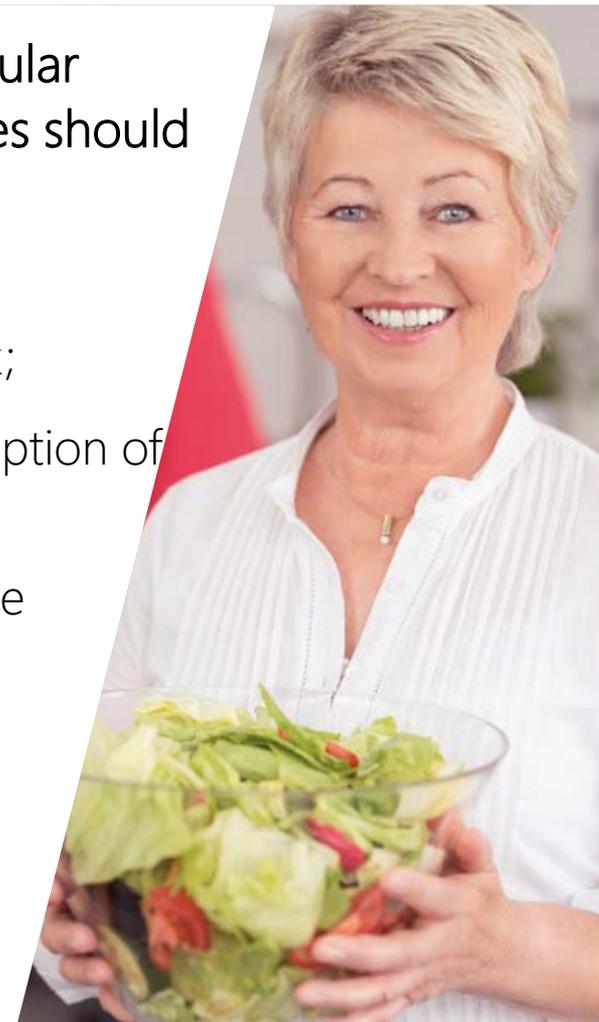
WINE ONLY APPRECIATED IN MODERATION



In certain situations and among particular population groups, alcoholic beverages should be avoided :

- Wine consumption requires maturity: underage individuals 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) as legally defined in the national drink driving laws.

You should always consult your physician or family doctor if you have any doubts related to your drinking patterns and your health.





Enjoy your wine to the fullest

- Understand the wine you drink: knowing where its unique character comes from makes drinking the more pleasurable.
- Drink slowly: take the time to savour the wine's distinctive taste.
- Accompany wine with good food: alongside a glass of water.
- Appreciate wine with good company, friends and family.
- Be sensible, avoid excess.





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