



# Sustainable and responsible wine culture: the contribution of wine brotherhoods

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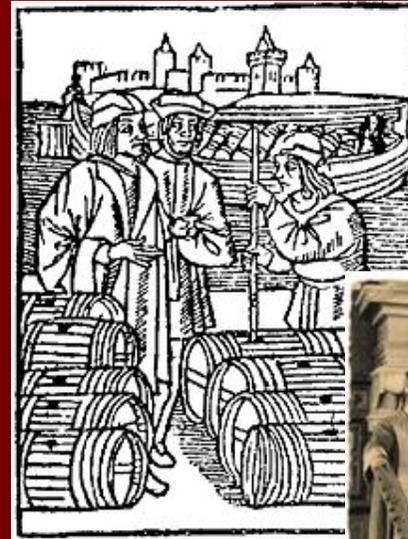
# Outline of the presentation

- ❖ The wine brotherhoods and F.I.C.B.
- ❖ The F.I.C.B. Charter
- ❖ Wine brotherhoods and wine tourism
- ❖ F.I.C.B., its members and « Wine in Moderation »



# The wine brotherhoods

- ❖ The most ancient date back to the Middle Ages, linked to the « wine guilds »
- ❖ Resurgence in 2<sup>nd</sup> half of XXth century to promote the « terroirs » and A.O.C. concept
- ❖ Over 100 wine brotherhoods in some 24 countries on 4 continents are members of F.I.C.B., directly or through their national association
- ❖ They promote wine traditions and culture, quality in its production and expert wine tasting through cultural, festive or social activities, according to the F.I.C.B. International Charter
- ❖ In relation with wine tourism and local or regional wine museums and events



# Presentation of F.I.C.B.

- ❖ Founded in 1964
- ❖ Seat at the Paris Wine Museum
- ❖ Network of contacts between wine brotherhoods and wine societies
- ❖ Portal website on wine brotherhoods, their events and the culture of wine
- ❖ Lexicon of wine related terms in 5 languages (DE, EN, ES, FR, IT)

[www.winebrotherhoods.org](http://www.winebrotherhoods.org)

- ❖ Diplomas of honour issued to international wine personalities
- ❖ Biennial international Congress (next 31 May-6 June 2018 in Macedonia), after Serbia (2012), Reims-Champagne (2014) and California Napa-Sonoma (2016)
- ❖ New international events: 1st F.I.C.B. International Wine tasting and rating Challenge in Finland in 2019



# Sharing the reason and the love for wine: the F.I.C.B. International Charter

The member wine brotherhoods  
commit to:

- ❖ Promoting the art, tradition and technology to produce quality wines
- ❖ Connaisseur wine tasting and rating
- ❖ Recognizing individual expertise
- ❖ Encouraging conviviality around wine and promoting its reasonable consumption

Through:

- ❖ Promoting the wine areas and regions and their diversity based on cultural activities and events
- ❖ Associating harmoniously food and wine
- ❖ Encouraging contacts between wine brotherhoods and societies across the world

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## THE INTERNATIONAL CHARTER OF WINE BROTHERHOODS of the F.I.C.B.

*Sharing the reason and the love for wine*

**The Wine Brotherhoods members of F.I.C.B. are not for profit associations, organized at the level of a terroir, region or country, who share the following objectives and values:**

- ❖ Promote the traditions and techniques for the production of quality wines
- ❖ Encourage and recognize individual competence and engagement in the art of wine tasting and in the promotion of its virtues and reasonable consumption
- ❖ Develop conviviality around wine to nurture friendly relations between persons of diverse backgrounds
- ❖ Promote the harmonious association of wine and food

**To implement these objectives and values, the Wine Brotherhoods members of F.I.C.B.:**

- ❖ Organize events on the occasion of the key moments in vine growing and wine production to promote the traditions and the wines from their region, recognize individual expertise and engagement on the occasion of induction and promotion ceremonies in the Brotherhood and celebrate quality wines and their contribution to gastronomy
- ❖ Develop cultural activities around wine tasting and traditions, such as tasting courses, choral societies, magazines, conferences on the history and technology of wine, contribution to wine museums and tourism, fostering innovation in vine growing and wine production
- ❖ Contribute to the international outreach of the wines from their region, as well as contacts with other wine or food brotherhoods, namely by facilitating mutual visits, by sharing of experience and by encouraging participation in the F.I.C.B. international congresses and other events supported by the Federation.

# F.I.C.B. 2012 Congress (Serbia)



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# F.I.C.B 2014 Congress (Reims in Champagne France)



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# F.I.C.B. 2016 Congress (California Napa and Sonoma Valleys)



# F.I.C.B. 2018 Congress (F.Y.R. Macedonia: Skopje and Lake Ohrid regions)



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# Processions for wine festivals



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# Induction ceremonies highlight historical buildings



# 6 june 2015: the wine brotherhoods of Ile-de-France at Notre Dame de Paris

(member FICB: Comité de Coordination Ile de France des Confréries)



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# Wine brotherhoods honor V.I.P.s



# Wine brotherhoods contribute to spreading the wine culture

- Wine museums
- Wine contests
- Wine festivals: St Vincent (January), The flower of the vine (Spring), harvest (Autumn)
- Wine exhibitions



# F.I.C.B. and Wine in Moderation (WiM)

- MoU signed in June 2016
- Contribution to implementing the WiM programme
- Promotion of WiM message and material among wine brotherhoods
- Special section in F.I.C.B. site
- Guidelines for responsible wine tasting



# GUIDELINES FOR A RESPONSIBLE WINE TASTING

## SHARING THE REASON FOR WINE

### Show your commitment and your interest for the health and well-being of the participants

- Include the Wine in Moderation logo and responsible message to your communication tools,
- Include a slide about your support to the Wine in Moderation Programme and responsible consumption in your presentations,
- Ensure that your participants are above the legal drinking age.

### Provide information about wine, health and responsible drinking

- Make available the Wine in Moderation Message leaflets during your events,
- Include a reference about Wine in Moderation in your website.

### Facilitate Responsibility

- Serve small portions,
- Provide spittoons during wine tastings,
- Provide water and small snacks during tastings,
- Identify and kindly avoid serving people in risk groups (pregnant women and during breastfeeding, intoxicated people, etc.),
- Encourage people to avoid driving if drinking\*,
- Provide breathalysers to those who are driving and participate in tastings\*,
- Ask groups to designate a driver and award the designated driver,
- Make available information about public transportation and taxi services.

*Always take into consideration and respect the national legislation and self-regulation code in force.*



*\*Respect the legally established B.A.,C limits*

# Thank you for your attention!

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