



06 July 2009

## PRESS RELEASE

### **THE EU WINE SECTOR'S PROGRAMME "WINE IN MODERATION, ART DE VIVRE" WALKS THE TALK ON RESPONSIBLE MODERATE CONSUMPTION.**

At the occasion of the Informal Meeting of the EPSCO Council on 6-9<sup>th</sup> July, where the prevention of alcohol-related harm will be raised, the European Wine industry underlines its commitment to the EU Estrategy on Alcohol and Health to implement the Wine in Moderation Programme across Europe. The programme aims at informing and educating public about responsible moderate consumption of wine and helping to prevent harmful use of alcoholic beverages.

*"Europe has a long tradition of producing and enjoying wine, which has been a part of European culture for millennia. Through the Wine in Moderation programme we are widely communicating the core message that, by its very nature, wine is only appreciated in moderation -CEEV President Lamberto Vallarino Gancia, said. – "Responsible moderate wine consumption is and must remain an European social norm".*

The Wine in Moderation programme has been recently praised as a best practice example of commitment submitted to the Alcohol and Health Forum, owing to the added value of WIM as an ambitious and consistent European commitment, adapted to the diverging local contexts, covering at the same time broad information/education and self-regulation efforts.

*« Local implementation of the Wine in Moderation program according to cultural specificities is the key for its success», said George Sandeman, vice-president of CEEV. « The cultural factor is the main driver to tackle harm related to alcohol beverages misuse, since it is not only about drinking volumes but also how the products are used in different contexts which is relevant".*

A first intermediate report documenting progress on the implementation of the Wine in Moderation Programme shows how it is being able to mobilise a critical mass of the key leading wine organisations at EU, national and even local level and engage them into its effective implementation.

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### **Note to Editors**

**The “Wine in Moderation, Art de Vivre” program** " is an initiative of the combined European wine sector, which has brought together all the EU umbrella professional organisations representing the different families in the wine sector (CEEV [www.cee.be](http://www.cee.be), Copa-Cogeca [www.copa-cogeca.eu](http://www.copa-cogeca.eu), CEVI [www.cevi-eciw.eu](http://www.cevi-eciw.eu)) with a view to contribute to the “EU Strategy to prevent and reduce alcohol misuse related harm” ([http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/alcohol\\_com\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/alcohol_com_en.htm)).

- **The “Wine in Moderation, Art de Vivre” program** puts together the entire EU Wine sector stakeholders at EU level, with their national constituencies, to progressively implement in cooperation with national authorities and other stakeholders, a comprehensive and consistent set of concrete and measurable science based information, broad based education and sector self-regulation actions which are relevant to the general aim of the “EU Alcohol and Health Forum”([http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/Forum/alcohol\\_forum\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_forum_en.htm)) notably in the following areas:
  - "information and education programmes on the effect of harmful drinking and on responsible patterns of consumption";
  - "actions to better enforce age limits for selling and serving alcohol";
  - "cooperation to promote responsibility in commercial communications and prevent irresponsible commercial communication and sales".
- The Programme works to mobilize the entire Wine sector and partners to promote responsible moderate drinking patterns as a cultural/social norm, with a particular view to contribute towards preventing and reducing excessive consumption and alcohol-related harm and supports initiatives aimed at reducing harmful alcohol-related behaviour in the different MS across Europe, while preserving the cultural, environmental and socioeconomic place of wine in the European societies.

- Its objective is to inform and educate adults and young people about the social and health risks of excessive consumption and misuse, and helping them to make responsible choices as to their consumption of alcohol beverages, while encouraging cultural change in alcohol consumption and making moderation fashionable by supporting the message of wine as a premium product to be savoured slowly and in moderation.
- The Programme is the European wine sector's measurable commitment to implement an effective and specific contribution to the reduction of alcohol-related harm, based on science based information, education and sector self-regulation. The Programme represents the Wine sector's contribution to the European Commission's Alcohol and Health Forum within the framework of the EU strategy to support Member states in reducing alcohol related harm. The Alcohol and Health Forum, of which the wine sector is an active participant, aims to coordinate participating actors so successful endeavours can be shared with potential partners across the EU.

For full detailed information on the Wine in Moderation Program:  
<http://www.wineinmoderation.eu>