

Brussels, 24 October 2006 – **CEEV / EU Wine Industry and Trade reacts positively to EU Commission strategy to reduce alcohol-related harm and launches education plan to support initiative.**

The EU Wine Industry, represented by CEEV-Comité Vins, reacted positively to the EU Commission's communication of a strategy to support co-responsible partnership in reducing abusive harmful consumption and encouraging education in the broader sense of life-skills for moderate and responsible consumption, and pledged to be "part of the solution."

"We are convinced that there is a business case for a healthy Europe and that wine is a part of it", said George Sandeman of Sogrape Vinhos and Chairman of the Comité Vin Working Group on Wine and Health. "The Wine Sector is committed to doing its part in reducing alcohol related harm."

To do this the EU Wine Sector will take a leadership role in promoting moderation and responsibility in the consumption of wines, contribute towards preventing abusive and/or excessive consumption of alcoholic drinks, and cooperate effectively with the competent authorities and other relevant stakeholders in the prevention of abuse or misuse of wine.

Among the measures proposed by the Commission, which include enforcement of existing laws and regulations, there is a significant reference to wide spread education and information regarding the impact of harmful alcohol consumption and also on appropriate consumption patterns to allow EU Citizens to make informed decisions.

"We are launching a plan to work with local authorities and stakeholders to carry out broad based education on the effects of moderate consumption of wine," said Jose Ramon Fernandez, Secretary General of Comité Vin. "We are committed to using the entire EU Wine sector to make moderation and responsibility fashionable."

The EU Wine Sector will work with National organisations to launch an ambitious plan of broad and carefully implemented health and life skills education programmes designed to raise awareness and have an impact on risk behaviour. This will start in January 2007.

The EU Wine Sector Strategy for Responsible Consumption was presented to DG Sanco in August and received a positive response. The Strategy is based on mobilising the extensive EU wine community to act as educators of moderate and responsible consumption of wine.

The EU Wine sector has long been a proponent of moderation and responsibility in consumption. Specifically, the EU Wine Sector is concerned about the need to address the key problems areas of Alcohol related harm: drink & drive, drinking while pregnant, underage drinking and binge drinking by youth, and alcohol related harm (abuse and violence).

Comité Vin (CEEV – Comité Européen des Entreprises Vins) is the professional association representing the European wine industry and commerce. It is made up of 24 National associations representing more than 7000 companies mainly of a medium and small size. Jointly these account for more than 90% of annual exports with a value of over 4.5 billion €. The EU Wine Sector makes a positive annual contribution of 2 billion € to the EU balance of trade.

CEEV aims to promote the position of Wine Culture in Europe and all around the world with the sustainable development of the Wine sector based on savoir-vivre, responsible moderate consumption, quality, competitiveness, and a balance between tradition and the future.