

PRESS RELEASE

CEEV SIGNS UP TO EUROPEAN ALCOHOL AND HEALTH FORUM

Through the implementation of its own plan the wine industry's leading federation will actively promote the EC's new initiative aimed at encouraging responsible consumption in Europe

Brussels, 07 June 2007 –The Comité Européen des Entreprises Vins (CEEV – the European committee of wine companies) today declared its support for the European Commission-sponsored Alcohol and Health Forum. The Forum, launched today in Brussels, aims at providing a common platform for stakeholders at EU level to step up voluntary actions to reduce alcohol-related harm.

The CEEV supports initiatives that educate the public about responsible wine consumption and help change the behaviour of those who misuse alcohol. The EC-sponsored Forum represents the first attempt to create a Europe-wide strategy and approach to alcohol education, which the CEEV enthusiastically backs. Under the framework of the Forum the CEEV will launch its own 'Wine Plan', a pan-European initiative that aims to communicate moderation and responsibility in wine consumption across the continent.

CEEV President Lamberto Vallarino Gancia, said: *"Europe has a long tradition of producing and enjoying wine, which has been a part of European culture for millennia. Through the Wine Plan we will widely communicate the core message that moderate wine consumption is and has always been the European social norm. We at the CEEV are encouraged by the creation of this Forum, which will enable all in the industry share best practices in tackling the misuse of our products. The creation of our Wine Plan demonstrates the commitment of the wine industry in supporting the objectives of the European Alcohol and Health Forum"*.

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The Wine Plan is built upon three pillars:

1. A broad educational campaign that communicates the message of responsible drinking by educating the public on both the benefits of moderate wine consumption and the risks associated with alcohol misuse;
2. A central wine information council to share best practice and a database that will be used to make available scientific information on wine, health and social related aspects to all interested parties;
3. A Code of Commercial Communication specific to wine that enhances best practices in responsible commercial communications and that lays out the “dos and don’ts” in commercial practices and communications.

The pan-European Wine Plan complements national initiatives already in place and will be rolled out in response to varying consumption patterns within different European cultures. Under the plan the CEEV, through its constituent members, will build partnerships with key stakeholders in individual countries who are in the front line in educating the public about responsible alcohol behaviour, such as the hospitality sector, schools and universities and health professionals.

About the CEEV

The CEEV (Comité Européen des Entreprises Vins) is a professional association that represents the European wine industry and commerce, comprising 24 national associations representing more than 7,000 companies, most of which are SMEs. CEEV member companies account for more than 90% of annual EU wine product exports to third countries, with a value of over €4.5bn. The EU wine sector contributes €2bn to the EU balance of trade annually. The CEEV promotes wine culture in Europe and around the world through the sustainable development of the wine sector based on savoir-vivre, responsible moderate consumption, quality, competitiveness and a balance between tradition and the future.

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