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## PRESS RELEASE

### **The EU Wine sector welcomes the inscription of the Mediterranean Diet and the Gastronomic Meal of the French as Intangible Cultural Heritages of Humanity by UNESCO.**

**Moderate Wine consumption paired with food is recognised as a key ingredient of the art of good eating and drinking integral to healthy diets and quality lifestyles.**

Brussels, 16<sup>th</sup> November 2010 – The European Wine sector has warmly welcomed the recognition of the key place of moderate wine consumption paired with meals in both “the Mediterranean Diet” and “the Gastronomic meal of French”, that have now been incorporated by UNESCO to the representative list of Intangible Cultural Heritage of Humanity.

As mentioned in the respective denomination files:

*“The Mediterranean Diet is today a heritage offering important benefits for the health, quality of life and well-being of the communities. This value, felt and experienced since antiquity, has now been demonstrated by science. The Mediterranean Diet offers a nutritional model enriched by diverse cultures which, over centuries, has essentially maintained the same food structure and the same proportions: olive oil, grains and derivatives, fresh fruits and vegetables, nuts, and to a lesser extent, fish, dairy products and meat, with an essential presence of condiments and spices. There is also a **moderate consumption of wine or tea during meals while respecting religious rules and beliefs.**”*

*“The gastronomic meal emphasizes togetherness, the pleasure of taste, and the balance between human beings and the products of nature. Important elements include the careful selection of dishes from a constantly growing repertoire of recipes; the purchase of good, preferably local products whose flavours go well together; **the pairing of food with wine**; the setting of a beautiful table; and specific actions during consumption, such as smelling and tasting items at the table”.*

The CEEV celebrates these recognitions of moderate Wine consumption paired with food as a key ingredient of these best practice arts of good eating and drinking, compatible with healthy lifestyles.

« Wine is integral to European life and culture and enjoyed by millions around Europe and the world. Through the “Wine in Moderation, Art de Vivre” programme, the European Wine sector is committed to educate consumers and encourage moderate and responsible consumption patterns as the cultural/social norm, particularly with a view to helping prevent and reduce harmful consumption and harm linked to alcohol misuse”, said Lamberto Vallarino Gancia, President of the CEEV.

More information about the guidelines for moderation and responsibility on the consumption of wine:  
[www.wineinmoderation.eu](http://www.wineinmoderation.eu)

More information about scientific information on Wine, Health and Social aspects:  
[www.wineinformationcouncil.eu](http://www.wineinformationcouncil.eu)

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**Note to the editors**

- Comité Européen des Entreprises Vins (CEEV – “Comité Vins”, [www.ceeV.be](http://www.ceeV.be)) represents the wine industry and trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other vine products. It brings together 24 national organisations. With more than 7.000 companies, mainly SMEs, and more than 200.000 direct jobs in the EU, its members produce and market the vast majority of quality European wines, with and without a geographical indication, and account for over 90% of European wine exports. With about 6 billion euros’ worth of exports every year, the wine sector makes a contribution of 3 billion euros to the EU trade balance.
- **The “Wine In Moderation – Art de vivre” programme ([www.wineinmoderation.eu](http://www.wineinmoderation.eu))** conducted by CEEV is an initiative by the European wine sector as a whole and brings together all the EU trade organisations representing the different families of the wine sector (CEEV [www.ceeV.be](http://www.ceeV.be), Copa-Cogeca [www.copa-cogeca.eu](http://www.copa-cogeca.eu), CEVI [www.cevi-eciw.eu](http://www.cevi-eciw.eu)). The objective of this programme is to contribute to the "EU strategy aimed at preventing and reducing the damage linked to abusive consumption of alcohol". ([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)).