KEY PERFORMANCE INDICATORS 2008-2018

Empower Professionals



133 NUMBER OF ACTIVE "ART DE VIVRE" EDUCATION





"ART DE VIVRE" TRAINING SESSIONS

NUMBER OF

TRAINED

PROFESSIONALS

Scientific documentation

The www.wineinformationcouncil.eu website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. Since 2009, 2.058 scientific abstracts were selected based on the ANZFA criteria and the supervision of the Wine Information Council scientific advisory group. The knowledge gained has backed Wine in Moderation messages and education programmes with robust science.

Why Wine in Moderation?

We care about the people who drink wine, the wine regions and the wine heritage and we want people to actively respect wine as a product of culture and enjoy it as part of a balanced lifestyle.

Who is behind Wine in Moderation?

A unique coalition of responsible wine organisations joined with universities, authorities and wine consumers from all around the world, to promote well-being and balanced lifestyles and safeguard wine heritage.

Encourage Moderation and Responsibility





OF ACTIONS

Money Investment



PARTICIPANTS

11,614,622 DISSEMINATED COMMUNICATION

PRODUCTS

4,646

NUMBER OF OPINION LEADERS





Budget breakdown



People like you,

who care about wine and want to instil the culture of wine. are the essence of the Wine in Moderation movement!

If you care, join Wine in Moderation, join the future.

"When we started the Wine in Moderation journey, nobody really knew where it would take us. It was the clear vision, the strong values and the dedication of our people that led the programme to gradually become the wine sector's internation reference in social responsibility. As we look and move forwards into th to new challenges and consumer values, a word of thanks to all who ha together with us on this path thus far, and a word of welcom join us on the march to keep the culture of wine alive and stro

The 10-Years anniversary marks a major milestone in Wine in Moderation's journey for a sustainable culture of wine. Founded on the value of accountability, we thrive to report and present in a comprehensive and accessible manner the programme's actions and activities aiming to show tangible results. This report is therefore designed to show and celebrate our achievements giving you a better understanding of our adventure of the last 10 years.

Learn more about the Wine in Moderation journey: 10 years.wineinmoderation.com



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The performance of the programme is based on a set of KPI's that actors of the programme report upon. The authors of the report have taken reasonable care to secure the accuracy of the information received and presented hereby and are not responsible or liable for any errors or omissions





2008-2018

10 years of action for a sustainable wine culture



KEY PERFORMANCE INDICATORS 2008-2018 Wine in Moderation Reach National Wine

1 international coordinator (WiM Association): 17 national programmes in Europe and South America and activities in more than 26 countries worldwide.

Participation

SUPPORTERS

INTERNATIONAL KEY

PARTNERS AND ACTORS

People investments

The timeline

NATIONAL WINE ASSOCIATIONS

EUROPEAN WINE ASSOCIATIONS

AMBASSADOR COMPANIES

ASSOCIATED PARTNERS

Launch of Wine in Moderation

Creation of the WiM Association ACIBEV, Portugal

2011

AEVP, Portugal

UIV. Italy

- CEEV
- Copa & Cogeca
- - DWA, Germany Federvini, Italy
 - FEV. Spain

Vin et société. France

• FEVE - Friends of Glass

Moët Hennessy

Pernod Ricard

Sogrape Vinhos

2013

- HOTREC
 Bodegas de Argentina, Argentina
 - Vinos de Chile. Chile Wine Academy, Austria
 - Furopean Network

of Wine Cities (RECEVIN)

KVNW. The Netherlands

2015

- French Federation of Aperitif Wines
- FIVIN and Mediterranean Diet Foundation
- Munskänkarna, Sweden

2016

- Institute of Masters of Wine HNT. Hungary

Journalist and Writers

- International Federation of Wine Brotherhoods EDOAO, Greece

• The International Federation of Wine and Spirit

Sommelier School, Lithuania

Wine & Spirit Education Trust

- FIVS
 - INAVI, Uruguav

Vinexpo

ASOVINOS Colombia

2019

Evoinos, Cyprus

- The University of Reims' Wine & Law Program
- IBRAVIN, Brazil

Creation of the European Alcohol and Health Forum

2007 2008

European wine sector unites under one common commitment

Building the foundation; Education, Science, Self-regulation

Delivering Action

Renew and move forward

Focus on Professional education and Consumer awareness

2013 O South America welcomes Wine in Moderation

- New www wineinmoderation eu dynamic website
- Second WIC conference: "Wine in Moderation: from Science to Art de Vivre".

2014 Accountability and Recognition

2015 © Establishing a global movement

2016 ○ Growth and action: what else...

2017

Engage, motivate and enable

- Organisation of a Symposium on "Responsible Wine Tourism for a Sustainable Wine Culture".

Celebrating 10 years, looking forwards