



ACIBEV

Established in Portugal in 1975, ACIBEV - “Associação de Vinhos e Espirituosas de Portugal” is a national non-profit organisation, which represents the wine, spirits, vinegars and wines derivatives’ sector and trade in Portugal. ACIBEV counts 87 Members who currently represent a significant part of the turnover of this sector, among which most of the national companies operating in Portugal, the largest national exporters of Portugal and the majority of the leading companies in the production of wines from the various demarcated regions of the country.



Why did you decide to join the Wine in Moderation movement?

ACIBEV has always been committed to social responsibility and to the wine sector's sustainability. As a member of the “Comité Européen des Entreprises Vins” (CEEV), ACIBEV joined the Wine in Moderation movement at the very beginning in 2008 with the aim to promote the benefits of a moderate and responsible consumption of wine and reduce the abuse and misuse of alcoholic beverages and its related harm. As WiM national coordinator, ACIBEV has aimed at reinforcing the concept of moderation as part of the Portuguese culture of wine drinking and establishing it as a social norm.

What would you say is your most appreciated and impactful Wine in Moderation activity?

As part of its commitment to the Wine in Moderation programme, ACIBEV has decided to focus on two important and impactful activities: media campaigns promoting social responsibility and sensible choices and offering breathalysers at consumer wine fairs. ACIBEV's media campaigns have been airing since 2010 both on national TV and in regional cinemas and have reached over 7,500,000 viewers since then. Calling for a responsible and moderate consumption of alcoholic beverages; these media campaigns have the aim to prevent alcohol abuse and misuse and support a sustainable lifestyle. In parallel, ACIBEV also meets wine consumers directly where they are and offers breathalyser tests during consumer wine fairs. Aimed at raising awareness of the risks of drink and drive, ACIBEV participates in the three main Portuguese consumer wine fairs offering free breathalysers and distributing Wine in Moderation brochures to visitors highlighting the benefits of a moderate consumption of wine and the risks linked to the misuse and abuse.

What would you consider as your main achievement?

Actively involved in the Portuguese Alcohol and Health Forum, ACIBEV has played an important role submitting tangible and measurable commitments among which the implementation of the Wine in Moderation Programme. The creation of a Code of Self-regulation in Commercial Communication registered in the Portuguese Self-Regulatory Organisation, and the voluntary agreement by a great number of ACIBEV members to include the agreed responsible drinking message, has been a clear validation of ACIBEV's commitment.

Do you think that your “Wine in Moderation” actions helped to change the wine value chain in your country? If so, how did it make a difference?

Wine in Moderation has been a key institutional instrument in making the value chain more sensitive to the need of being socially responsible. As a programme for action, it has been ACIBEV's project to introduce the key elements in the wine value chain. Responsible Service is an important project and the joint program with ViniPortugal has brought the discipline to many restaurant staff. In addition, ACIBEV has carried out Responsible Service training in numerous key Hotel Schools around Portugal.

Do you think that “Wine in Moderation” passed the message to the wine drinkers? if

so, how did it make a difference?

Absolutely! The programme has made significant changes to the culture of wine and habits of consumption also raising the importance of healthy lifestyles.

Whenever we are at wine fairs, we receive positive feedback from participants. For instance, at one of the wine fairs we attended, one of the visitors who took the breathalyser test welcomed the initiative and informed us that with our flyers he had gathered much more information about the risks of drink and drive.

According to you, what was the key/critical point in time for Wine in Moderation in your country and for the international programme overall?

On an international basis, we believe one of the critical points was the creation of the WiM Association in 2011 to coordinate the Wine in Moderation programme, and expand its reach and impact throughout the world making the programme even more credible and further reinforcing its sustainability.

Have your expectations been met?

Yes, all our expectations have been met since 2008. However, it is a never-ending commitment where continuous education and communication is necessary to continue raising awareness among wine consumers and professionals.

O alcoolismo, como qualquer outro comportamento desviante, é um problema social. Pensar-se que o problema reside no produto, neste caso o vinho, é uma visão algo redutora, cheia de exemplos, regra geral baseadas no princípio da inibição, que falharam e falharão sempre, enquanto se não se centraram no indivíduo.

Com milhares de anos de história, o vinho esteve sempre presente nos grandes momentos da história da humanidade, celebrou vitórias, conquistas, descobrimentos, independências, guerras, aniversários e competições. O vinho esteve presente em todos os momentos que nos conduziram ao elevado estado de desenvolvimento em que as sociedades, que com o vinho convivem, atingiram. Banir o vinho é negar a nossa cultura, a nossa civilização, o nosso estado de desenvolvimento.

Não sendo o alcoolismo um problema do produto, mas sim do indivíduo, a solução passa por medidas mais complicadas, trabalhosas, duradouras alertando consumidores para os perigos de comportamentos imoderados ou extremos. E este, educar e sensibilizar, é o compromisso do sector do vinho e em particular da ViniPortugal.

Alcoholism, as with any other divergent behavior, is a social problem. To think that the problem is the product, in this case wine, is a somewhat simplistic vision, full of examples, generally based on the principle of prohibition, which have failed and will fail when not centered on the individual.

With thousands of years of history, wine has been present in the great moments of history of humanity, celebrating victories, conquests, discoveries, independence wars, and competitions. Wine has been present in all the moments which have elevated the societies which coexist with wine to achieve a higher state of development. To banish wine is to deny our culture, our civilization and our evolution.

So, if alcohol is a problem of the individual, not the product, the solution passes through more complex measures, laborious and lasting, alerting consumers of the dangers of immoderate or extreme behavior, and this, to educate and sensitize the consumer is the commitment of the wine sector and in particular of ViniPortugal.

JORGE MONTEIRO,

PRESIDENT AND CEO, VINI PORTUGAL



“O empenho, a dedicação e a mensagem dos promotores e do programa Wine in Moderation, são um contributo real para a redução do consumo nocivo e de risco de bebidas alcoólicas, permitindo aliar os padrões culturais portugueses a verdadeiros ganhos em saúde.”

“The commitment, dedication, and message of the promoters and the Wine in Moderation program are a real contribution to the reduction of harmful and risky consumption of alcohol beverages, aligning Portuguese cultural standards with true health gains.”

MANUEL CARDOSO, DEPUTY
GENERAL-DIRECTOR OF SICAD



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