



AEVP

The Association of Port Wine Companies (AEVP) is a private non-profit organisation, which was established in Portugal in January 1975. AEVP comprises 18 members who currently represent above 90% of the total sales of Port Wine and 35% of the total sales of Douro wines with PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), a rare percentage that reflects its unchallenged position in the industry. It is also important to note that the Port and Douro wines account for 76% of the total value of exports of Portuguese wines with PDO and PGI and 50% of the total value of Portuguese wine exports.



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

Consumer health and safety concerns have always been very important to AEVP, which has always had a tradition of supporting activities and programmes that enhance the importance of consuming wine in a responsible way.

When Wine in Moderation was first created, it was thus only natural for AEVP to be a part of it. As an active member of CEEV, AEVP was one of the founding associations of the Wine in Moderation Programme; and as such immediately assumed the coordination and implementation of the programme in Portugal.

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

In the 10 years of existence of Wine in Moderation, AEVP has implemented a number of actions to raise awareness and promote the Wine in Moderation Programme and with the aim of:

- recruiting Portuguese wine sector,
- developing training programs for companies,
- organising visits for young students with a strong emphasis on education and dissemination of moderation and responsibility messages,
- participating at events by distributing materials,
- developing a website and a Wine in Moderation mobile APP,
- launching advertising campaigns,
- etc.

However, if we'd have to choose the most appreciated and impactful WiM activity so far, we would have to go for the advertising campaign "Sabes ser Moderado?" ("Do you know how to be moderate?") that was launched in 2017 and which is still running. A shift from more traditional campaigns, with fresh and modern Pop Art images, this campaign is very different from previous ones and aims at reaching a broader spectrum of wine consumers with amusing and humorous messages.

Designed as multichannel, various materials have been designed in the frame of the campaign, ranging from videos, to postcards, radio and TV spots but also direct actions to consumers, social media, partnerships with Portuguese trains and Porto's subways, written press, etc.

What would you consider as your main achievement?

Our main achievements would definitely be twofold:

1. receiving a very positive recognition from the National Forum for Alcohol and Health (FNAS) in regard to the importance of WiM actions in contributing to reduce the harmful use of alcohol; and
2. motivate more than 200 supporters in Portugal to join the Wine in Moderation movement and take action.

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

We believe that our actions have helped to change the value chain of the wine sector in Portugal but not as much as we would have wished for.

However, the impact is that companies and organisations' actions have gained considerable importance and have become a big part of the communication strategies of the wineries, putting social responsibility and the promotion of moderate consumption at the core of their businesses.

At a time when labelling requirements in wines are becoming increasingly important, some companies have started using the WiM logo on their labels with the aim to providing more information to their consumers and redirecting them to the Wine in Moderation website for more information about the moderate and responsible consumption of wine, wine and diet, and healthy lifestyles.

Do you think that “Wine in Moderation” passed the message to the wine drinkers? if so, — how did it make a difference?

Within the framework of Wine in Moderation, with the active collaboration of all the partners in Portugal, solid work has been carried out since the inception of the programme and it is – we believe – bearing fruits as professionals look to obtain more knowledge on how to better serve wine and inform/advise their customers with credibility and confidence.

Consumers are also becoming increasingly more aware of the importance of adopting responsible practices in their everyday lives, not only towards themselves but also to others and to the environment. Moderate and responsible wine consumption leads to a better understanding of the product and this is where the Wine in Moderation Programme has a very important role to play.

AEVP strongly believes that the best way to encourage a moderate consumption of wine is through education. To test the accuracy of our claim, we decided to shoot a VOXPOP video and ask consumers directly. It is therefore in the frame of our campaign “Sabes ser Moderado” that we interviewed several people, asking them specific questions about the moderate consumption of wine, analysing the impact of the Wine in Moderation programme in helping them make responsible choices compatible with a healthy lifestyle.

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

We believe that the critical point in time for Wine in Moderation was the establishment of the WiM Association in 2011. The evolution of the programme and the WiM commitment was so positive that it resulted in the need to create an autonomous structure that would better coordinate the implementation of the various actions and expand the reach and impact of the Wine in Moderation Programme throughout the world.

— Have your expectations been met?

Yes, our expectations have been met! Bearing in mind that this topic can sometimes meet resistance within companies that want to increase their sales and achieve their business goals; it takes time and efforts to change mentalities. Professionals have shown an increasing interest and will continue to use the programme’s logo and to demonstrate their commitment to social responsibility in their communication by launching balanced campaigns following Wine in Moderation guidelines.

In parallel, consumers have also shown an increasing awareness and knowledge about responsible drinking patterns and moderate wine consumption.

It is very important to reinforce and enhance what has been achieved by spreading the concept of a sustainable wine culture to an ever-increasing, wider audience of potential Wine in Moderation ambassadors, within the trade and amongst consumers. It is in the best interest of all the parties involved in the wine industry that the programme continues to work hard, with the active cooperation of present and future partners.

CONVITE

Ajude-nos a fazer do Vinho com Moderação uma tendência e seja Embaixador desta campanha.

Grave em vídeo a sua mensagem sobre o vinho como um produto de excelência, alertando para a importância do consumo moderado.

A AEVP - Associação das Empresas de Vinho do Porto - é responsável pela coordenação e implementação do Programa Vinho com Moderação em Portugal [Wine in Moderation - Art de Vivre].



Seja Responsável. Beba com moderação



“The Instituto dos Vinhos do Douro e do Porto (IVDP) has been a WiM Supporter since the founding of the movement. Consumer health and safety concerns have always been very important to the IVDP, which has always had a tradition of supporting activities and programs that enhance the importance of consuming wine in a moderate fashion. Education is one of our watchwords. The IVDP strongly believes that the best means of moderating consumption is through education. In Portugal and abroad, the IVDP organizes Port and Douro wine training sessions where the principal of “less is more” is underscored. There is so much yet to be achieved but we are on the right track towards the creation of a sustainable wine culture.”

Manuel de Novaes Cabral

— Instituto dos Vinhos do Douro e do Porto, President



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