



Austrian Wine Academy

The Austrian Wine Academy (AWA) was established in 1991 as a new, efficient training centre for private wine lovers and professionals alike. The Academy, as a non-profit institution, endorses the following philosophy: the more a country develops wine knowledge and wine culture, the more likely it is that this particular nation will respect and consume high quality wines. The AWA represents the whole Austrian Wine Sector in the Wine in Moderation Programme.



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

It was clear for the Austrian wine sector that joining the movement was key for its future. As the main educational body in Austria, the Austrian Wine Academy was the proper body to lead the programme. We consider it crucial to inform and educate both professionals and consumers on responsible drinking patterns and the moderate consumption of wine. With the support of the Austrian wine business, and the knowledge shared by the Deutsche Weinakademie and WiM Association, we have managed to plan and launch a successful programme in Austria.

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

With education at the core of our activity, it is thus only logical that it be our most impactful Wine in Moderation activity. Since we joined Wine in Moderation in 2013, we have successfully launched the Wine in Moderation training programme in Austria's HORECA schools making it now part of their wine training curriculum. Including the educational unit on Wine in Moderation has enabled us to reach a great number of wine educators who will further provide courses to younger professionals of the sector, enabling them with the necessary knowledge and information on wine and health and responsible drinking. A team of Weinakademie lecturers is trained every year to present the topic of moderation to these young professionals; and has been very well received by teachers and students alike showing the motivation of the sector on this important topic.

What would you consider as your main achievement?

Our main achievement was including Wine in Moderation as a main focus in the 2017 annual congress of Wine Educators organised by the Austrian Wine Academy. The congress took place in October 2017 and welcomed more than 60 teachers from all over Austria; mostly educators at Austrian HORECA schools who teach beverage management; a primary target of the Academy's Wine in Moderation campaign in Austria. The aim of the congress was to present the latest available information on wine, health and social aspects; education and guidelines. Participants were happy to receive guidance and advice from our two high calibre speakers and were very interested in receiving updated information on the topic.

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?

By educating our wine educators and encouraging the Austrian Wine Sector to use the Wine in Moderation tools, we have broadened the reach of the programme in the country; further informing the wine value chain about the Wine in Moderation mission and values. We thus believe without a doubt that there has been a positive change, but we will continue to work hard to reach new professionals entering the market.

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

By including Wine in Moderation in our educational offer, we reach both professionals and private wine lovers. Our motto says, “the more a country develops wine knowledge and culture, the more likely will it respect and consume high quality wines”. Our seminars thus aim at sharing interest in wine and food and in the history of wine with wine consumers, and by doing so, also further instilling moderation and responsible consumption patterns.

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

Including Wine in Moderation in our education tools was decisive for Wine in Moderation in Austria.
At international level, we would have to confirm that creating the WiM Association to coordinate and increase the reach of the Wine in Moderation Programme was key in helping the members implement the programme at the national level.

— Have your expectations been met?

Our expectations have been met, but there are still things to be done. We are proud to be a part of the movement and we look forward to continuing working hard to disseminate the ideals and values of Wine in Moderation.



**Dr. Josef Schuller MW,
— Director, Austrian Wine Academy**

“Wine has been Europe’s cultural heritage for hundreds of years. It is our duty to preserve this heritage and spread the message of culture and moderation – together! Let’s celebrate our achievements and continue our mission for the next centuries.”

