



BODEGAS DE ARGENTINA AC

Bodegas de Argentina

Bodegas de Argentina (BAAC) is a business chamber which gathers the main Argentinian Wineries. It was created in 2001 as a result of the merger of Centro de Bodegueros de Mendoza (1935, Mendoza) and Asociación Vitivinícola Argentina (1905, Buenos Aires). BAAC represents the interests of its members before different organisations or institutions at National and International level. The main objective is to mediate in wine affairs, communicate and promote Argentinian wines in the wine industry.



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

As a representative entity of the wine sector, we believe it is crucial to be part of such an international movement, sharing good practices with our partners and member wineries and putting education at the basis of all our actions. Following meetings and a Wine in Moderation presentation at the Wine World Group, we decided to join Wine in Moderation in 2013 and have been very active ever since.

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

WiM actions often accompany our activities. However, if we were to choose the most representative and the best reflection of good practices of responsible consumption, it would have to be: "Bodegas Abiertas" and the "Vinos y Bodegas" fair.

"Bodegas Abiertas" takes place once a year and gathers the largest number of wineries in Mendoza. With a special action targeting drink and driving, this event rewards the designated drivers at the end of the route, encouraging visitors to think about this important issue for future visits.

On the other hand, the "Vinos y Bodegas" fair, one of the largest fairs of the sector is the only one where the consumption of wines is limited through the use of tickets. Based on the daily low-risk moderate consumption guidelines, visitors are allowed to have only a certain number of tickets.

What would you consider as your main achievement?

Wine in Moderation reinforces the position of the wine sector as a credible stakeholder. By taking effective and impactful actions, Bodegas of Argentina has been part of the public dialogue and our opinions have been respected and considered when taking measures to reduce alcohol related harm.

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?

We believe that we are planting the seed of responsibility in the consumption of wine not only in the direct wine sector but in the whole wine value chain and the related sectors, but we are sure that there is a lot of work still to be done and this is just the beginning.

Do you think that "Wine in Moderation" passed the message to the wine drinkers?

so, how did it make a difference?

Yes, Wine in Moderation has managed to reach consumers and non-consumers of wines through a communication and social events plan that has been carried out since 2014/2015 and which includes social networks, press, influencers and some celebrities. In the last two years, we have doubled the reach to 2 million people and the best is yet to come.

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 there is no critical moment in time but rather a continuous need to show the important activities and actions we are taking, providing tools and guidelines to the wineries and professionals and always encouraging the moderate and responsible consumption of our products to consumers. Nonetheless, a rewarding moment for our efforts was the recognition by our national government of the role of wine in Argentina and our important contribution especially towards the problem of drink and driving.

— Have your expectations been met?

Yes, our expectations have been fulfilled when it comes to the overall programme, the guidelines and the support we have received to implement the Wine in Moderation programme in Argentina and that makes everything much more enjoyable. Nonetheless, there is still much to be done when it comes to motivating local companies to join the programme, because, as it is, it is stills costly to integrate corporate social responsibility in Argentina.



“We value the concept of responsible consumption and the importance that it has, both at society and sectoral level, because we are all responsible for making respectable consumption a philosophy of life. Therefore, we believe that the programme is a fundamental contribution to reach this goal. For the same reason, when we discussed this subject during the World Group meetings in 2009, we thought it was necessary to move forward and make this message strong in Argentina. We are very proud to be the spokesmen of the Wine in Moderation Programme together with other companies and organisations in the country.”

Walter Bressia,
— president of Bodegas de Argentina



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