



CEVI

CEVI, the European Confederation of Independent Winegrowers, is the international organisation that brings together and represents the independent winegrowers, local entrepreneurs, developing and selling authentic and personalised wines. CEVI is co-owner of the Wine in Moderation commitment and an Observer of the WiM Association.



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

CEVI has been supporting the Wine in Moderation programme since its launch, motivating and engaging small and independent winegrowers in actions related to Wine in Moderation. It has sought to include the responsible message throughout its activities.

The Wine in Moderation programme is perfectly in line with the Independent Winegrowers' philosophy, which is to inform consumers about the dangers of alcohol abuse and to promote a moderate consumption of wine in line with a healthy lifestyle.

European Independent winegrowers sell their wines directly to consumers. By joining the programme, they get easy access to tips and hints as well as recommendations on responsible consumption they can share with consumers.

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

Undoubtedly the information material translated in different languages.

At the entrance of the wine fairs organised by independents winegrowers, mostly in Italy and France, there are always some leaflets that consumers can grab before starting the wine tasting.

Moreover, independent winegrowers that organise wine-tastings at their wine cellar use the same material information.

What would you consider as your main achievement?

Thanks to Wine in Moderation, Independent winegrowers have finally found a way to inform consumers about the risks of alcohol abuse, and thus have a positive impact on the society we are living in, and that's fabulous!

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?

The figures regarding the impact of hazardous and harmful alcohol consumption on European society give us food for thought. To tackle this problem properly, wine business operators have to be well informed about all the risks, limits and good practices regarding a responsible and moderate wine consumption. The Wine in Moderation programme made all of us, wine workers, become much more aware of these aspects; proving that education remains a central element of the programme.

Do you think that "Wine in Moderation" passed the message to the wine drinkers? If so, how did it make a difference?

Only in France, independent winegrowers organise 14 wine fairs per year. The total amount of visitors in one year are 500.000 people. We can thus assume the message has reached wine consumers!

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

A key point for CEVI was the participation of Wine in Moderation to CEVI's 15th anniversary which took place in 2017. Having you at our side to share this incredible moment was a great moment for us and only shows our continuous common efforts to social responsibility.

— Have your expectations been met?

Fully!

 **FIVI** **MERCATO DEI VINI
DEI VIGNAIOLI INDIPENDENTI**

SALONE DELLE FONTANE
13 - 14 Maggio 2017
Orari 11.00 - 19.00

ROMA



“Wine in Moderation is the most powerful and efficient tool that winegrowers can use with their clients, who are consumers. Tackle hazardous and harmful alcohol consumption is the most and ambitious and concrete challenge we are required to meet for the well-being of our sector.”

Mr. Thomas Montagne,
— **President, CEVI**



10years.wineinmoderation.com