



Deutsche Weinakademie

The Deutsche Weinakademie (DWA) is one of the founding members of the WiM Association and the WiM National coordinator point in Germany. It represents the entire German wine sector and is in charge of the implementation of the Wine in Moderation programme in Germany. Mainly focused on education and scientific information, the DWA is the organisation in Germany that provides scientific evidence-based information on “wine, health and social aspects” with the objective to:

- promote moderate wine consumption as part of a healthy lifestyle,
- inform about the benefits of moderate wine consumption and the risks of alcohol misuse,
- communicate and disseminate the latest scientific evidence-based research data objectively and,
- promote responsible drinking patterns.

In their work, the DWA is supported by an independent and honorary scientific board of renowned physicians, cardiologists, nutritionists and oenologists.



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

Together with the other founding organisations, DWA has supported the creation and launch of Wine in Moderation. The intention was to defend moderate wine consumption as part of a healthy lifestyle and its legitimate place in society. We believe that not restrictions but education about responsible drinking patterns is the key to prevent alcohol-related harm.

Since wine is more than just an alcoholic beverage, it is important to preserve its cultural heritage. Only moderate wine consumption is compatible with such cultural heritage. We consider WiM as an investment of the wine sector into the future.

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

Educating the young wine makers in the professional/vocational schools about responsible drinking patterns and the health benefits of moderate wine consumption as well as sensibilising them about the risks of their product when consumed in excess. The content of such WiM education seminar is constantly updated and based on objective scientific evidence; balanced and objective information is the only way to be regarded as a credible source of information.

It is further important to make the young wine professionals aware of responsible advertising and how possible restrictions by policy makers (who make no distinctions between the different alcoholic beverages) could affect their business practices.

When they start/have their own business, young wine makers already understand the importance of moderate wine consumption and the need to invest in social responsibility.

What would you consider as your main achievement?

The fact that the “WiM seminar” is part of the curriculum/project day of the vocational schools, sommelier schools and wine-related universities is our main achievement. Educating the wine sector about

responsible and moderate wine drinking is indeed an important step to further educate the consumers and disseminate the WiM message. The young wine makers serve as multipliers of the WiM message.

The evaluation questionnaires that we distribute at the end of our “WiM seminars” not only show that the students retain the newly gained knowledge both in the short-term and in the long-term but also that they profit from it in their professional and personal life.

10 years ago, we had to go door to door at the schools to inquire whether they would be interested in such education seminars; today schools come to us every year asking to present the seminars to their students. Up to now, more than 7,000 German wine professionals have attended the “WiM education seminar”.

“It is great to meet wine makers at fairs and events who come up and remember your WiM seminar”

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?

Our WiM actions have definitely helped change the mindset of the German wine sector. Initially, the Wine in Moderation programme was mainly perceived as an initiative to reduce wine sales. Now, many winemakers have realised the importance of showing their involvement in social responsibility.

“It is a slow process and it takes a lot of effort, but it is well worth it”

What made a real difference, was promoting the intention of Wine in Moderation to the wine sector during the regional meetings of the winegrowers and to explain how becoming a WiM Supporter could actually benefit their business. Since then, the number of WiM Supporters has quadrupled.

Furthermore, providing examples of typical “WiM actions” to the WiM Supporters helped significantly with the practical implementation in the wineries (for example: providing customised roll ups, disposable breathalysers, high quality certificates ready to be displayed in their business).

We were for instance very proud to see that Regional winegrowers' associations prominently displayed banners with the Wine in Moderation logos at Prowein, the biggest international wine fair in Düsseldorf.

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

As DWA, our main target group are not the consumers, but professionals. We believe that by educating wine professionals, they can and will act as multipliers of the Wine in Moderation message. However, the few times when the DWA offered to check blood alcohol levels with breathalysers at wine fairs, visitors always proved very interested. This also gave us a chance to talk to the visitors (often wine professionals) and tell them more about responsible drinking patterns and the various factors influencing the blood alcohol levels (such as eating before drinking, alternating with water, how long it takes for the liver to metabolize the alcohol, etc.).

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

The critical point for Wine in Moderation in Germany was to convince and communicate this initiative to the wine sector. For this reason, we selected five personalities from the German wine sector to serve as WiM advocates. These wine professionals were already convinced about the importance of such social responsibility movement and were the ones who disseminated the WiM message to their peers and helped this way recruit many new WiM Supporters. They also suggested practical tools for an easy implementation acceptance of the WiM initiative by participating WiM Supporters: such as individualized roll ups for example. By now, the wineries and wine trade are calling the DWA to become WiM Supporters and we are hoping that soon ALL of the German wine makers/trade will be WiM Supporters.

Have your expectations been met?

During the last 10 years, it has taken a lot of hard work to disseminate the Wine in Moderation message, especially to the wine sector. Now, we are proud to see the important involvement of the same wine sector. The evaluations of the "WiM education seminars" also show that it was the right move to focus on the young wine professionals. We are looking forward to continuing protecting the cultural heritage of wine and its legitimate place in society by implementing a social responsibility initiative such as Wine in Moderation.

"I am a WiM advocate since wine can only keep its value/significance when it is enjoyed moderately."

Cecilia Jost, Director of winery Toni Jost / VDP / Hahnenhof / Bacharach / Mittelrhein

"I am a WiM advocate because for me, responsible wine consumption goes without saying and I would like to communicate this message to my clients."

Rudolf Mies, Director of the cooperative wine-growers association Mayschoss-Altenahr / Ahr

"I am a WiM advocate because I want wine to stay a cultural treasure."

Julia Bertram, German Wine Queen 2013, Since 2014 owner of a winery / 1,3 ha / Dernau / Ahr

"I am a WiM advocate because as a cultural treasure our wine can really only be enjoyed responsibly."

Dr. Rowald Hepp, Director of Schloss Vollrads / VDP / Rheingau 2010 Award of Japan Wine Challenge „Winzer des Jahres“ / winemaker of the year

"I am a WiM advocate because I am convinced that successful business practices also include responsibility."

Astrid Schales, Director of winery Schales / Flörsheim Dalsheim

