



**EDOAO**  
NATIONAL INTER-PROFESSIONAL  
ORGANIZATION OF VINE AND WINE

## EDOAO

The National Inter-Professional Organisation of Vine and Wine of Greece (EDOAO) was established in 2000, from the institutions KEOSOE a third-degree branch cooperative organisation, and SEO which represents the majority of private wine producers. EDOAO was the first Inter-professional organisation ever in Greece and has been given national status by the Hellenic Agricultural Ministry since 2001 and represents both the vine and the wine sectors in Greece.



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

In ancient Greece, drinking wine in moderation was what distinguished civilised people from barbarians. Moderation has been an integral element for the appreciation of wine in Greece since time immemorial. It was only natural, when Wine in Moderation was launched in 2008, for the Greek viti-vinicultural sector, through its representative EDOAO, to support and the join the initiative.

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

Wine in Moderation is supporting our efforts to safeguard a wine cultural heritage that dates back to thousands of years and to sustainably bring this heritage to the future to support modern and healthy life-styles.

One of our latest activities that gained traction among younger generations and which passed the message in an impactful way, were the tips to taste wine responsibly. Through thousands of leaflets disseminated at the entrance of the biggest wine expo and through posts on social media, the visitors were informed in a fun but informative way on how to prepare for the expo, how to taste and understand the quality the wines have to offer and how to return home safely.

We were happy to see that the leaflet created for wine expos is now also used by Greek wine regions for their wine tourism activities as well as by other members of the Wine in Moderation network for their national wine expos and tastings.

### What would you consider as your main achievement?

In the last decade, Greece has experienced one of the biggest economic crises. We believe that getting the sector to sign up to an international movement and investing resources to promote moderation in the middle of such a “storm” was a great achievement indeed.

### 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?

Wine in Moderation is a natural fit for the Greek wine culture, and the programme has helped our wine value chain better understand, present and safeguard this eternal link. The message of moderation and responsibility is more relevant than ever, and the wine cultural heritage of Greece is the perfect medium to pass it to our society.

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

The importance of moderation in wine drinking is well-known to wine drinkers in Greece, our efforts focus on safeguarding sensible drinking as a social and cultural norm and this is a challenging target that requires the constant efforts of broader stakeholders. We are happy about the positive culture towards drinking but we know that there is still a lot to be done.

### 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 programme in Greece can be separated in 2 phases, the first phase took place during 2008-2010 when EDOAO adapted the programme in Greece and built a number of partnerships with a special focus on Health and Culture. The second phase started off with the membership of EDOAO to the WiM Association which then led to a more dynamic adaptation of the message by regional wine associations and wineries.

## — Have your expectations been met?

There are always so many things to do, but there is only so much that someone can do. We are happy with the participation and traction of the programme in Greece so far and we hope to be able to focus even more in the future and step up action.



**Giannis Vogiatzis,**  
CEO of BOUTARI Wineries  
— Vice President of EDOAO

“Wine in Moderation, is active in strengthening responsible practices in business as well as information and awareness for responsible consumption of wine, coupled with a healthy lifestyle and desired prosperity. The wine sector in our country has a lot to gain from switching operations in the above directions, but also a lot to offer in this international programme. Apart from the prominent position of wine in the Greek diet and customs of our people, the priceless value of wine culture which comes from the historical antiquity and seem so modern in today’s reality, deserves our attention.”



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