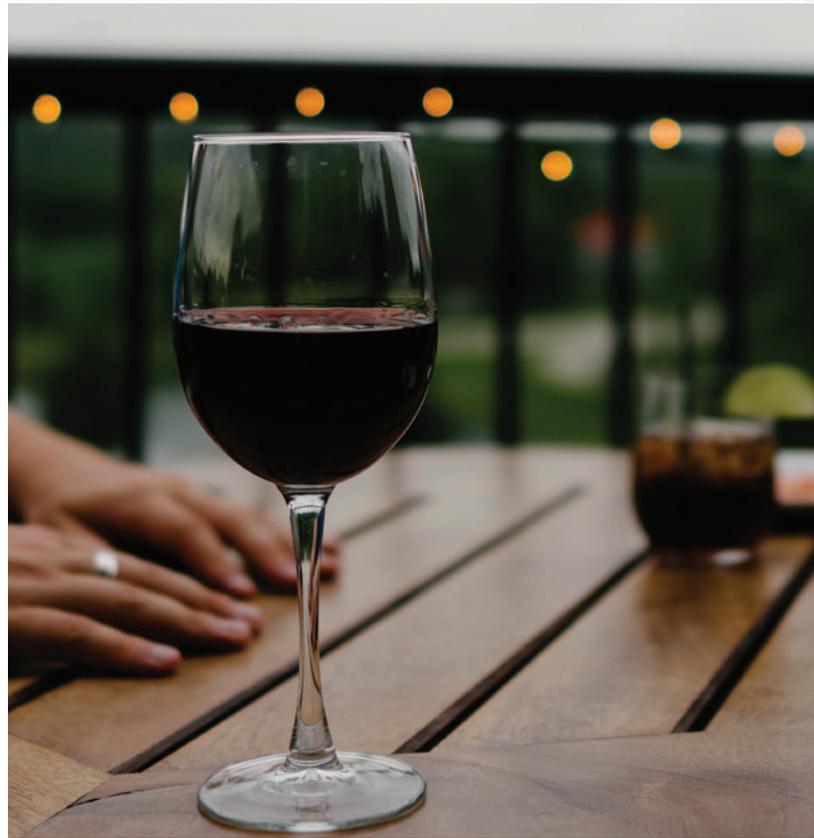




FEDERVINI

Federvini (Federazione Italiana Industriali Produttori, Esportatori ed Importatori di Vini, Vini Spumanti, Aperitivi, Acquaviti, Liquori, Sciroppi, Aceti ed Affini) was founded in 1917. Its members are entrepreneurs in different sectors of alcoholic beverages (excluding beer) and in the vinegar, syrup and grape juice industry. Federvini is a founding member of Federalimentare, the Federation between the national trade associations in the food sector, and as such is part of Confindustria, the Confederation of Italian Industry.



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

The reason we decided to contribute to the birth of Wine in Moderation arose from our strong belief that it is very important for our member companies, and for the entire wine sector, to represent the wine culture, and to publicly show its attention and its commitment to promote a moderate and responsible consumption of its products in the name of quality and "art de vivre".

It is not just a matter of giving a proper answer and testimony of our commitment to promote and reaffirm that our products, as quality products, can only be appreciated if consumed the right way, i.e. in moderation. In fact, through the Wine in Moderation Programme, we want to give our contribution and support to our member companies in their traditional efforts towards "total quality": quality products, responsible consumption patterns, lifestyles, and consumption behaviours as indispensable ingredients of an excellent and enjoyable consumer experience.

In addition to this, we aim at communicating this will, this collective and individual commitment of the Italian wine sector to consumers, who today already appreciate our products all over the world.

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

As already mentioned, we consider it particularly important as a National Federation to communicate about the Wine in Moderation Programme, and to disseminate and promote the "core messages" of the programme to the sector, but also to support its activities, and provide direct and specific advice to the companies interested in joining the movement, regularly informing our member companies about Wine in Moderation.

— What would you consider as your main achievement?

Every time we see the Wine in Moderation logo and the responsible messages on external communication whether it is at national or

international level – is considered a great achievement.

As a Federation with no production/selling activity, we believe that our mission is at least partially accomplished when new companies feel the responsibility to inform and educate their peers and consumers and join the Wine in Moderation Programme, thereof committing to adopt Wine in Moderation principles, communication rules, messages, and are proud to include the logo in their organisations' and communications' strategies.

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".

— 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 adhesion of a company to the Wine in Moderation Programme undoubtedly involves positive changes in the way it addresses to consumers, and communicates its messages to them, adding to its communication strategies, or reinforcing, the "moderate and responsible consumption" related core messages.

One of the main effects of that is a concrete, albeit partial, repositioning of the company and of its image and reputation versus the market, and the other companies. In this perspective, the adhesion of WiM Supporters to Wine in Moderation has surely entailed advantages in terms of communication and reputation.

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

Ten years could be considered quite a long period, enough to start noticing results and achievements, however since we are discussing

about behavioural changes, both at social and individual level, it is not enough. We are just assisting to some initial changes, which are becoming quite evident, but it is only the beginning, and Wine in Moderation is an important, long and challenging road, which must be handled with the right pace and the right dose of ...moderation! Surely, the Wine in Moderation message is not accepted nor adopted at the same rate in the different countries depending on many factors. For instance, a consumer from a producing country will not apprehend the message the same way as a consumer from a non-producing country. Nevertheless, regardless of the long standing understanding of the Wine in Moderation Programme in Italy, our intention is, through the Programme, to reinforce and constantly remind our consumers its principles and core messages, which are "naturally" present in the Italian wine culture, and to influence and strengthen accordingly their behaviours, perception and understanding.

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 have all been convinced of the importance of the "moderate and responsible way" for the future of our sector since the very beginning. Moreover, it soon appeared very clear that consumers needed to be addressed as soon as possible, in a common and coordinated way at EU and international level, with convincing and harmonised messages to help them make responsible choices when it comes to the appreciation of wine, avoiding the abuse or misuse of this beautiful product.

This common understanding was indeed one of the main drivers to push for the Wine in Moderation Programme both at national and international level.

On top of that, it was the right timing to give a proper answer, and to reaffirm our strong commitment to social responsibility in front of the Institutions, with public, tangible, concrete and measurable actions.

— Have your expectations been met?

As said before, we do not look at the Wine in Moderation Programme like something which has reached a final or partial finish line. Big differences still exist whether it is at EU level, or from one country to the other, and though companies generally agree on Wine in Moderation's key principles and objectives, the situation at national level as well as individual positions and ideas will play a major role in the development of the programme. In principle, we consider this as an advantage, but at the same time, it could also sometimes entangle the programme's development process.

That is why we consider that there is still a long way to go, even though, what has been achieved is already extraordinary....



"The Wine in Moderation Programme is indeed an important common initiative of our sector, developed at European level but open to the world, of which our companies can be proud, and in which they can recognise themselves, while maintaining their own history and individuality.

It is an important tool to support the dissemination of the message of moderation and "art de Vivre", which has always been deeply rooted in the consumption of our products, but also as a testimony of the traditional values of the culture of vine, wine and other vine based product, with all their rich traditions, thousand-years history and traditions of sociality, which our consumers increasingly seek and appreciate.

A new way to turn to consumers to witness, transmit and spread values, cultures and traditions developed in millennia of civilization."

Mr. Sandro Boscaini,

— President, Federvini



10years.wineinmoderation.com