



## Fédération Française des Vins d'Apéritif

For more than 50 years, FFVA has been the representative for Aperitif Wines in France and has always been involved with moderation. Nowadays FFVA is increasing its association's activities with gastronomy, Aperitif wines having been identified as a specific momentum among the "French meal" recorded as Unesco Heritage. The members of FFVA's 3 organisations (sparkling, liqueur wines and aromatized) are actors of growth in all regions.



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

Fédération des Vins d'Apéritif (FFVA) was looking to increase its communication related to responsible and moderate drinking and therefore upgrade its performance towards health concerns. While the FFVA represents many actors from various sectors such as wine, aromatized wines or Port wines, the Wine in Moderation and the participation to WiM Association was the best option to answer our needs.

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

The activity we are the proudest of is having integrated "Wine in Moderation" in our actions with the Sommeliers. For the 1st time since its launch, specific questions on the responsible and moderate consumption of wine were included in our Master of Port questionnaire, raising this important issue among Sommeliers. FFVA posters and leaflets already included the mention of Wine in Moderation and were disseminated year after year. Last but not least, all our events communications mention the Wine in Moderation (for example: the quarterly "destination Portugal").

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

In the occasion of the last Master of Port, we developed a video presenting the concept of our Masters together with interviews of the main actors present and we were thrilled to also include a short interview of WiM Association Director, to showcase the importance of empowering professionals with the responsible message as they are often first in line with communicating to consumers.

### 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?

In France, the national Wine in Moderation coordination is ensured by Vin et Société, but at our own level, we may think having forwarded WiM messages to many additional companies and actors and we will continue working hard in reaching a maximum number of professionals and consumers.

### Have your expectations been met?

We are always looking to have more endorsements and direct registrations to "Wine in Moderation" however, awareness is in constant increase and we will continue working hard in informing our members about this great initiative and inviting them to join the movement and take action.



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