



Federación Española del Vino

FEV is a private organisation that represents the Spanish wine industry, grouping nearly 700 wineries and 15 regional associations. FEV takes part in all the political decisions, acting as a representative, promoter and defender of its members' interests. It also focuses its efforts on coordinating the wineries for a better sector structuring and it rises as the perfect institutional platform from where to design and implement short and long-term sectorial strategies.



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

The Spanish Wine Federation (FEV), currently WiM national coordinator in Spain, has been involved in Wine in Moderation since its launch in 2008. As members of the Comité Européen des Entreprises Vins (CEEV), we were aware of the need for the sector to actively contribute with a response to the problems caused by the abusive and harmful consumption of alcohol within the framework of the EU public health policies, promoting education, information and guidelines for moderate consumption compatible with healthy lifestyles and also training of professionals in the wine value chain.

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

Each action and activity is important when it comes to building a sectoral conscience around responsible consumption at the various levels of the wine value chain. Obviously, those that have to do with communication, usually have a greater impact. A good example for us was the campaign "Who knows how to drink, knows how to live" ("Quien sabe beber, sabe vivir"), which achieved close to 600 million impacts on consumers in a period of three years.

On the other hand, as national coordinator in Spain, we consider it very important to participate in the day to day work of the organisation and to be in contact with other organisations and national members to learn from the others and see how the Wine in Moderation Programme adapts to the different realities and contexts of the wine sector in each country.

What would you consider as your main achievement?

We are particularly proud of two actions that were developed in recent years. The implementation and application of the 'Wine Self-Regulation Code' in 2009, the Spanish adaptation of the Wine Communication Standards; and the multichannel campaign "Who knows how to drink, knows how to live".

The application of the Code, mandatory for all FEV members (about 600 wineries) and voluntary for many other operators, includes the use of the Wine in Moderation logo in any commercial communication made by the operator. Over the years, this has proven to be a very important milestone of the programme, not only in Spain but also for the Wine in Moderation movement, increasing brand awareness and knowledge of the programme.

On the other hand, the launch the information campaign "Who knows how to drink, knows how to live" ("Quien sabe beber, sabe vivir") has also been a crucial point for us, in line with the goals and values of Wine in Moderation. It was a 3-year campaign (2012-15) co-financed with European and national funds counting on the active participation and involvement of the Spanish Designation of Origin Association. The main objective of the campaign was to inform consumers about moderate and responsible drinking patterns but also highlight the role of wine in our society as a part of our history, culture, landscape and Mediterranean Diet and to promote awareness of different origins and grape varieties.

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?

ocial responsibility is a matter of awareness and, as in everything, actors move at different speeds. Fortunately, more and more companies are getting actively involved in the Wine in Moderation Programme, not only by using the logo in their commercial communications, but also through many other activities such as organising tastings with consumers to teach them about what lies behind this complex product, wine tourism, training of professionals, ... We are convinced that this trend will continue gaining traction in the future and the experience of Wine in Moderation in these last 10 years will be fundamental for the continuous development and interest in social responsibility.

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

Within the framework of the campaign “Who knows how to drink, knows how to live” (“Quien sabe beber, sabe vivir”) we had the opportunity to conduct a study measuring results through consumer surveys and the first thing that surprised us was the actual high level of knowledge and awareness of consumers about what is moderate consumption (and is not) and what are the correct guidelines to enjoy wine in moderation. Actions like this campaign help to slightly raise awareness, although it is evident that changing consumption habits is a long-term task that requires a persistence and resources. That is why the involvement of wineries in the Wine in Moderation Programme as well as other actors in the wine value chain in contact with consumers is fundamental/critical.

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

At national level, the critical point was probably the launch of the programme, especially if we think that Spain started very strong with the implementation of the Wine Self-Regulation Code, mandatory for more than 600 companies at a time when perhaps the levels of

awareness about responsible consumption were not as high as they are now. Luckily, the behaviour of the sector was exemplary in its great majority and nowadays there are more and more companies and individuals that actively contribute to spread the values and objectives of the Wine in Moderation Programme in Spain.

At the international level, I would say that one of the key points was the moment in which Wine in Moderation, which was born as a European programme and framed in the public health policies of the EU, turned into an international movement following the interest and participation of countries outside the European continent. This shows the important sense of responsibility felt by the wine sector worldwide for its environment and the society in which we live in.

— Have your expectations been met?

So far, many positive things have been done and it is true that the Wine in Moderation Programme as a whole has worked quite well growing from a European programme to an international movement, although at different speeds depending on the country. We believe that the 10th anniversary of the programme will be an important turning point for all of us setting new expectations and ambitious goals that will make the Wine in Moderation Programme take up the new challenges of the whole wine value chain we will be facing in the coming years.

“Happy 10th Anniversary and congratulations for the 10 years of success, togetherness, sharing, growth and action!

Thank you for 10 years of sector unity around a message; for 10 years changing minds and bringing to the sector the concept of social responsibility; for 10 years looking for the equilibrium between proudness of every wine produce in Europe and the world and talking to society and consumers about moderation and healthy lifestyles. Wine in Moderation achievements are the results of combined efforts of every individual, organisation and wine company involved in this programme.

OIVE joined Wine in Moderation right after its foundation back in 2014 and, in July 2018, has adopted a new “Code of Commercial Communications of Wine” with higher standards than the previous one, aiming for the whole Spanish wine sector to apply it.

Let’s celebrate what we have accomplished, but let’s raise the bar a little higher for wine to become a synonym of moderation. The journey of success will continue for sure.”

Angel Villafranca,
President, Organización Interprofesional
— del Vino de España

“La Conferencia Española de Consejos Reguladores Vitivinícolas (CECRV), en nombre de las 54 denominaciones de origen que la integran, felicita al programa Wine in Moderation por sus primeros 10 años vida. Desde nuestra organización, WIM ha sido siempre considerada una iniciativa que representa y simboliza una convicción compartida por todos: el vino solo se disfruta con moderación. El sector del vino es un ejemplo en auto regulación y en corresponsabilidad. Tenemos un producto magnífico, diverso, de altísima calidad, diferenciador de nuestro país y de la industria agroalimentaria europea. Y con valores a la altura. Iniciativas como Wine in Moderation son las que simbolizan esos valores: la responsabilidad es inherente a nuestra actividad, pero no solo por las particularidades de nuestro producto, sino también por la convicción y la forma de ser de quienes lo producen y elaboran.

El vino es algo maravilloso. Tanto como la vida. Un producto que refleja nuestra tierra y la personalidad y el saber hacer contrastado de nuestros pueblos y zonas rurales durante decenas de años. Disfrutarlo con moderación es aprender a valorarlo. Y a quererlo. Es apreciar su historia y todo lo que hay detrás. Es reconocer la labor de tantos viticultores y bodegas y que, de generación en generación, han sabido hacer de este producto algo único. Wine in Moderation es una herramienta que ayuda a protegerlo. Gracias por vuestro trabajo y enhorabuena por estos 10 años.”

David Palacios Algarra,
— President, CECRV



10years.wineinmoderation.com