



**National Council of
the Wine Communities
Hungary**

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The National Council of Wine Communities – HNT was founded in 1996 and was recognised as an interbranch organisation by the Hungarian authorities in 2014.

Today HNT is the united voice of Hungarian vine growers and wine makers comprising around 45 000 producers and small companies. It plays an important role in the government's agricultural policy and the community of viticulture and winemaker members. It believes that it is essential to continue to strengthen and pursue regular, open, constructive and proactive cooperation with government bodies, thus playing a key partner role with both the Ministry of Agriculture and the Prime Minister's Office, and other professional organisations.



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

The Hungarian wine culture is in constant evolution. The wine sector (including all those stakeholders who have close relationships with the producers and the consumers: traders, sommeliers, wine journalists, bloggers, opinion leaders, etc.) is indeed taking efforts to educate and inform consumers about wine, its culture, traditions, gastronomy, etc. Furthermore, we believe that one of the most efficient ways to reach consumers is to speak through a unique and unified voice. By participating in the Wine in Moderation programme, we joined this unique movement active all over the world, enabling wine consumers and promote a moderate and responsible consumption of wine. HNT joined Wine in Moderation on the 23rd May 2016 during the opening ceremony of the 36th National Wine Contest.

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

The Hungarian Wine in Moderation programme had its debut for the public at the Budapest Wine Festival 2017, Hungary's most popular wine festival. Visited by tens of thousands of guests every year, the festival was a great opportunity to inform and educate consumers about the moderate and responsible consumption of wine through fun and interactive activities. HNT-staff welcomed the public at Butlers Wine Quiz Bar, an interactive tent, where visitors had the opportunity to learn more about wine and where they could test their knowledge on this noble beverage. Besides that, HNT staff-members – easily recognisable with their branded Wine in Moderation t-shirts – walked through the entire location measuring visitors alcohol level with breathalysers, explaining the results and the consequences to the tested guests. 1500 Wine in Moderation-leaflets were distributed throughout the festival and Wine in Moderation tattoos specifically created for the occasion proved to be very popular among visitors, exhibitors and journalists.

What would you consider as your main achievement?

In 2017, HNT started to use the Wine in Moderation logo on its marketing materials (leaflets, roll-up, banners, web pages etc...). In the summer of 2018, HNT introduced its new corporate design where the Wine in Moderation logo has become an essential element. Present on all our official materials, we created new writing papers, envelopes, e-mail signature, business cards and a new National Wine Contest web page.

Furthermore, the well-respected organisation of the Pannon Wine Sisterhood has started their recruitment process with their 18 members. A roadshow will take them through the 22 wine regions with the aim to recruit Hungarian wineries to join the Wine in Moderation Programme. HNT and Pannon Wine Sisterhood hope to engage 50 wineries to join the responsible movement by the end of the year.

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?

HNT is only at the very beginning of its Wine in Moderation adventure. So far, only a small group of wine producers have met the WiM implementation principals but have nonetheless started to advertise the responsible drinking habits during their wine tastings. This is a good start, but to see more concrete changes, the sector will need more time, more actions and advertising.

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

The habits of the customers will not change from one day to the other, nonetheless educated young adults are increasingly getting interested in the wine in moderation message, responsible drinking patterns, well-being and healthy lifestyles in general and this is really

encouraging. Trends also show a higher interest in quality wine rather than the quantity of wine absorbed, even though cost of higher quality wine can limit this trend. We should not also overlook the fact that there are people that see alcoholic beverages as a way to get drunk and 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 critical time for Wine in Moderation in Hungary is now. The sector is searching and experiencing new strategies through its communication channels. Hungary is still looking to find the best way to reach its wine consumers.

— Have your expectations been met?

HNT was aware that it would be a long and difficult journey; but we knew this from the very beginning and we are motivated to share the moderation message with all wine consumers enabling with the necessary information to make responsible decisions aligned with a healthy lifestyle.



Dr. Brazsil Dávid,
Secretary general,
National Council
— of the Wine Communities



“Renewal of the sector has been possible thanks to the rediscovery of our rich wine culture. Hungarian wines are recognised as a traditional product and as an essential pillar of our gastronomy. Joining Wine in Moderation reflects the commitment of the whole Hungarian wine sector’s responsibility towards consumers.”



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