



## INAVI

*The Instituto Nacional de Vitivinicultura - Vinos del Uruguay (hereby mentioned as INAVI) is the authority in charge of the viticulture policy in the country since 1987. INAVI is a public-private entity, with a board of 8 directors including representatives of the Ministries of Agriculture (Chairman), Industry and Economy, as well as national and regional associations of producers and vine growers. As the guardian of the country's wine industry, INAVI plays a key role in the sector's performance through strict quality control, research and development and promotional and educational initiatives, focused on local and international consumers.*



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

Uruguay is very pleased to be part of the Wine in Moderation Programme. It is a great pleasure to work with Wine in Moderation and other countries and organisations to promote moderation and responsibility for our consumers. We strongly believe that education is the most powerful tool we have to enjoy and appreciate wine sensibly.

### What are you planning to do in the frame of the Wine in Moderation implementation in Uruguay?

We are looking to develop a holistic approach towards local consumers, inviting educators, sommeliers and other key members of our community to join the movement. Besides, we would like to learn and emulate some of the best practices that other countries and organisations have implemented in their respective countries.



“Wine is part of our culture and our DNA. Therefore, joining the Wine in Moderation movement will help us keeping this tradition alive in Uruguay.”

Mr. José María Lez Secchi,  
— President, INAVI



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