



Royal Association of Dutch Wine Merchants

The Royal Association of Dutch Wine Merchants (KVNW) was founded in 1899. The KVNW is active in sharing relevant knowledge and information and providing a platform for Dutch importers of wine. The KVNW is working to improve professionalism and corporate responsibility. This is done in consultation with the 130 members who together represent 80% of the market in volume. That degree of organisation and the expertise enables the KVNW to be a respected spokesperson on behalf of the Dutch wine sector to media, politics and government.



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

Given the increasing importance of social responsibility and the growing trends related to healthy lifestyles, it was very important for us to see how to include these concepts in our strategies and our campaigns. When we discovered the Wine in Moderation Programme, we immediately saw a lot of advantages about working together on an international basis to increase awareness on the abusive use of alcohol and its misuse. It was an opportunity for us to reach out to our audiences in a positive way and go away from negative messages and approaches. A year later, in the beginning of October 2015, we launched the Dutch "Wim over Wijn" campaign which has been running ever since.

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

Our multichannel campaign "Wim over Wijn" was launched in 2015 and has been evolving ever since reaching more consumers through various means and increasing our field of activities. With very positive results and millions of consumers reached, it was also important to inform the thousands of on trade b2b companies about the Wine in Moderation programme and the friendly Wim character further increasing the number of partnerships to reach consumers. Furthermore, we appreciate the international touch as well as the common objectives and motivation about Wine in Moderation. The fact that this movement carries out activities with one single and common objective is the most impactful activity of all.

What would you consider as your main achievement?

We have already reached a lot of people with our typical character of Wim. The fact that this character is modern, colourful, funny and

pleasant and not traditional, old fashioned or what you would consider 'typical wine', has helped us position the campaign with a very positive objective and has also enabled us to gather the interest of more 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?

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.



Mr. Harold Hamersma
— Wine Writer

“WIM and me.

Oh dear, is Wine in Moderation now already 10 years? ‘Time flies when you are having fun’. In my case, drinking wine is an explicit part of that pleasure. But still: in moderation. In spite of the eight thousand bottles that I annually judge as a wine writer, from a business perspective I am even a fundamentalist ‘spitter’ and I do not drink a drop over my liver. But - admittedly - privately I sometimes do enjoy a glass of wine - almost daily - during the meal, with my wife, with our friends (wine writers have a lot) or during a good conversation; not infrequently, they are also combined. And then a few glasses are sufficient, always in moderation.”



10years.wineinmoderation.com