

Moët Hennessy

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Moët Hennessy is the wines and spirits division of LVMH: Moët Hennessy - Louis Vuitton. As the first producer and exporter of champagne and cognac as well as a wine producer in many countries in the world, the company has by essence a very strong wine identity.



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

Moët Hennessy is one of the founding members of Wine in Moderation. When the movement was launched, it appeared clearly to us at Moët Hennessy that we had to take a strong commitment and support the emergence of a structured initiative with a view to unite the filière on this major topic for its sustainability. Actively engaging with Wine in Moderation was and remains our commitment to play a role in educating the filière and consumers regarding moderate consumption of wine.

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

Most recently we have launched an App on responsible consumption for our employees. It is part of our induction training to newcomers but it is also a reminder for all staff members. It comprises of short lessons, educational videos and exercises and ends with a quiz. Although it has only started a few weeks ago, we have picked up enthusiasm with the company. After the classroom training (2012 - now) and the internal communication campaign (2015) it is exciting to launch a new format. Our objective is to continue to raise awareness of the 7500 employees of Moët Hennessy across the globe and to offer a digital training to all new joiners in the first week of their arrival.

What would you consider as your main achievement?

In 2015, we have launched an internal communication campaign called "All Ambassadors of Responsible Consumption". One generic visual and nine thematic ones composed this colourful campaign that was simultaneously but progressively rolled out in all Moët Hennessy entities around the world. More than 3200 employees replied to the study organised by an independent polling agency a few weeks after

it was fully revealed: 90% of respondents had seen the campaign and 79% said they felt they were Ambassadors of responsible consumption. A result that comforted our choice to continue engage with our employees!

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?

Until now, our efforts have been directed at our staff. We are now looking at new audiences, in hospitality schools. With the development of our e-programme "Mastering the Culture of Responsible Consumption" we are targeting soon-to-be barmen, waiters, maître d'hôtel, sommeliers, etc. We have identified that there was very often a gap in their training regarding responsible consumption. This training will be an opportunity for them to deepen their knowledge about wines and spirits and to become, in turn, Ambassadors of the responsible consumption message. This easy-to-use and free e-programme will be available as from October 1st for all hospitality schools interested.

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

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Communicating to the final consumer has always been the ultimate goal for Wine in Moderation. There are a number of obstacles to that, but progressively convincing our Maisons and our markets that using the Wine in Moderation logo is a great way to inform wine drinkers of the importance of balance and responsibility in their consumption, has been part of our day to day activities.

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

In our company, the key moment was definitely the training of all employees back in 2012, as it showed the commitment of our Top Management to engage our company on this path. For Wine in Moderation, the critical moment was the expansion beyond European borders. It was a fantastic opportunity to show that the whole wine filière around the globe is united behind this simple message: "Wine is better appreciated when consumed in moderation". With wine consuming countries now showing an interest in the programme, we are excited to see where the next 10 years will take us.

Have your expectations been met?

Definitely. Wine in Moderation started from a small scale programme and organisation and has now largely expanded, showing that the messages are understood by the filière, sound, and inspiring. We now have to look forward, wine consumers are looking for more information. Master classes, wine tastings, wine fairs, wine tourism are opportunities to seize in order to deepen the culture of wine and pass on messages of responsibility. Step by step we are contributing to building a responsible filière and to raising the awareness of wine consumers. Our collective successes are making us bolder and our expectations will continue to grow!



Noémie Genevey,
Public Affairs
Manager, Moët
Hennessy

“Congratulations to Wine in Moderation for the excellent work undertaken these past 10 years to unite the sector behind the message of moderate consumption of wine. As Ambassadors of the programme, we are looking forward to continue working hand in hand in the future.”



10years.wineinmoderation.com