



Munskänkarna

The Munskänkarna is the largest non-profit association for wine education and wine tasting in the world, with more than 27 000 members. It counts local associations in 170 cities and villages, mostly in Sweden, but also around the world. All together Munskänkarna organises 1 500 wine tastings, with about 65 925 participants every year, and 450 courses, with 5 000 participants. Munskänkarna was the first consumer association to join the WiM Association as Observer early 2016; acting as multiplier of the Wine in Moderation message by informing and educating Swedish wine consumers and encouraging cultural change.



You are the first consumer wine club to join the Wine in Moderation movement, why did you decide to take the step?

Munskänkarna is an organisation which shares similar values and aims as Wine in Moderation. We believe that if we can, in any way, promote the idea of less but better, it is certainly of great interest to our organisation and to society in general. We believe that an increased interest in quality factors such as sustainability, terroir and origin will encourage consumers to better appreciate their glass of wine while better understanding the culture and savoir-faire behind the product. When we discovered Wine in Moderation and our shared values the decision to join was obvious. As the only consumer organisation in the WiM association, it is our aim to bring the consumer-point-of-view to the table and in that respect, try to contribute to the debate and have an even more holistic approach to the programme.

What would you consider as your main achievement in the frame of Wine in Moderation?

One of the corner stones in Munskänkarna's operation is to educate our 27 000 members around the knowledge of wine. This is performed in a structured educative programme which consists of different levels and which goes from beginners to highly advanced courses. There are also mandatory chapters on the consequences of excessive consumption of alcohol. The 175 member sections which count on the expertise of an education officer responsible for local education, have all included information on this important topic. Actually, aside from the alcohol information provided by the Swedish wine and spirits monopoly, our efforts should be considered the most widely spread promotion of moderate and responsible drinking: better but less.

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

Our mission is to teach our members to enjoy better quality wines instead of consuming larger quantities. We always have spittoons during our courses and encourage our participants to use them. When we organise wine tastings accompanied by dinners, we make sure that the wines served would not be excessive and will fit the setting of an ordinary dinner all together. Our message to our members is "better drink one glass of good quality wine than four glasses of a lower quality wine".

Have your expectations been met?

Aside from the actions that we have already put into place, we look forward to sharing the latest information on the benefits linked to a moderate consumption of wine but also the risks that can derive from the misuse and abuse of wine. The information will be used to continuously update our training material and will also accompany an information package that we will send to all our sections around Sweden and the world, empowering them with the latest information regarding wine, health and social aspects. By being part of Wine in Moderation, we share our commitment to social responsibility both with our members but also with the rest of our stakeholders and we will continue to work hard encouraging the message of moderation.



Lena Ståhl,
— President, Munsänkarna

“We are proud to be a part of Wine in Moderation. Wine in Moderation has become an important player in the wine world, and we are impressed with the fast growth of the programme, since we joined two years ago.

Wine in Moderation provides useful information about the latest data regarding wine, health and social aspects which is very useful for our education tools. Our participation to the programme has helped us become a trust-making partner in Sweden.”



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