



## Pernod Ricard Wine Affiliates

### Pernod Ricard

*Pernod Ricard was created in 1975 by the merger of Ricard and Pernod and since then has undergone sustainable development based both on organic growth and acquisitions. Today, it is the world's n°2 in wines and spirits, with 18,500 employees and holds one of the most prestigious brand portfolios in the sector. Pernod Ricard is a leader in the premium wine business globally; including brands such as Mumm and Perrier-Jouët champagnes, Campo Viejo, Jacob's Creek, Brancott State, Kenwood and Graffigna wines.*

*Pernod Ricard is strongly committed to a sustainable development policy and encourages a responsible attitude to the consumption of wine and other alcohol beverages. Sustainability & Responsibility is an integral part of what we do every day, it is at the heart of our vision as "Créateurs de Convivialité ». We supports the Sustainable Development Goals (SDGs) adopted by the United Nations for 2030 are all committed and take actions to contribute to these goals and everyone in the Group plays an active role.*



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

Pernod Ricard is committed to creating change for the better by caring for our communities, our environment and our customers. We are committed to educating our customers and consumers on drinking in moderation, to ensure the responsible consumption of our wines is an enjoyable, convivial experience. We believe that all producers and all actors in our value chain can make legitimate, positive and tangible contribute and that we need to join efforts to achieve this common goal.

As founding member of the European Alcohol & Health Forum, among other initiatives we supported and promoted the creation, launch, implementation and reporting of Wine in Moderation commitments with the aim to mobilise wine sector commitment through a united, comprehensive and consistent contribution to tackle the harmful use of alcohol by promoting moderation and responsibility.

Pernod Ricard is a committed supporter and proud promoter of the Wine in Moderation programme from its very foundation back in 2008 and then as Ambassador Company of the WiM Association in 2012 which we have been actively supporting since then.

### What would you say is your most appreciated and impactful Wine in Moderation activity - your main achievements?

Pernod Ricard is a strong supporter of the Wine in Moderation Programme and it has been taking action in various ways to further spread its message of moderation and implement all pillars of the programme.

Pernod Ricard Wine affiliates in Europe were the first wine producers to voluntarily include the full Wine in Moderation Logo and website on the back labels of wine products. By doing so we have created a gateway to the programme website for millions of consumers around Europe and beyond since then.

Pernod Ricard wine affiliates in Europe and Argentina have gradually included the Wine in Moderation logo in promotional and corporate material. In 2013, our Pernod Ricard wine affiliates in Spain, France and Argentina had included in the programme relevant communication materials and activities (wine tastings, wine expos, etc.) targeting both professionals and consumers, incorporating the Wine in Moderation logo in brands websites and communication material. Furthermore, in Winery Tours, meetings with stakeholders, wine fairs and tastings involving internal staff, clients and consumer, Wine in Moderation principles and the moderation message were always mentioned.

We are committed to marketing our products in a responsible manner and have adopted our own internal Code for Commercial Communications that guides all advertising we do around the world to ensure compliance with the best regulatory and self-regulatory standards. Furthermore, as a member of FEV, Pernod Ricard Winemakers Spain supported and adhered to the Wine Communication Standards (WCS) of WIM, and since 2009 all of the commercial communications, both on-line and off-line media carry the WIM logo and follow the WCS principles. They are also subject to the decisions of Auto Control, the Self-Regulation Authority in Spain.

### Do you think that Wine in Moderation has helped to change the wine value chain? If so, how did it make a difference?

Wine in Moderation represents a positive and quite unique experiment in mobilising industry commitment at international level. It has allowed to mobilise, scale-up and catalyse industry and multi-stakeholder voluntary efforts to address harmful use of alcohol across countries, while adapted to the local contexts. In this way, it has played a model role for engagement, mobilisation and action by stakeholders in the wine value chain across common objectives, and in support of the EU and Member States' policies, providing a useful platform at European and international level allowing our industry and other players in our value chain to gain recognition for legitimate and positive role.

**Have your expectations been met? Do you think that “Wine in Moderation” passed the message to the wine drinkers? If so, how did it make a difference?**

Wine in Moderation has played a significant pivotal role to boost industry commitment and action to educate partners in the value chain and consumers on moderation and responsibility. The consumers do generally understand that there is a link between alcohol misuse and poor health and understand basically the differences between moderate and excessive alcohol consumption. Younger generations are becoming more educated and are able to make informed decisions about consumption, embracing increasingly the trend towards premiumisation of the consumption - «better consumption » vs « more consumption ».

However much can be still done to mobilise further all relevant actors across the value chain and globally i.e. to promote responsible business practices, expand self and co-regulation initiatives in the area of advertising and consumer information, encompassing the on-going digital revolution, to support further initiatives that seek to enlist consumers for adopting further responsible consumption patterns and reduce harmful alcohol-related behaviours, and to contribute to enhance the cultural, environmental and economic place of our products and sector in our communities.

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

After 10 years, the Wine in Moderation programme faces ahead a critical time that should allow to re-invigorate the sector commitment and consolidate its relevance for helping to achieve its key goals, namely making moderation fashionable, reducing harmful use and reinforcing the legitimate place of our wines and industry in our communities.



« We will only have the opportunity to create a better world together if we are truly convinced of the genuine need to integrate social responsibility as a fundamental and sincere part of our company and industry strategy. This is what we strive to do at Pernod Ricard. Being “Créateurs de convivialité » means we believe that “sustainable value” can only truly exist when it’s created for the benefit of all. Success tastes better when shared. And there can be no conviviality without sharing, and no conviviality without responsibility. Creating a positive impact in our communities and with our partners, therein lies the challenge that we want each of our brands to take up ».

**Jean Rodesch,  
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— and Alcohol in Society, Pernod Ricard**



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