



## SOGRAPE VINHOS

*Sogrape Vinhos, Portugal's leading family owned wine company, has a long-term vision for a sustainable future of being the Iberian reference of quality wines, with a family tradition, focused on developing relevant brands for consumers in priority markets.*

*Founded in 1942 with the creation of Mateus Rose, Sogrape Vinhos is led today by the third generation of the Guedes family and cultivates more than 1.400 Ha of vineyards in Portugal, Spain, Argentina, Chile and New Zealand.*



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

As a family wine company Sogrape Vinhos has a strong commitment to quality and the culture of wine, as well as an innate consciousness of the importance of social responsibility. Synonymous with conviviality since its origins, wine has a vital role in the cultural heritage of a people, integrated in the roots of many societies and influencing the environment and even the existence of moderate consumption patterns. Believing that the great majority of consumers enjoy wine in a moderate manner, Sogrape accepts that wine, as with many foodstuffs, can have negative consequences when consumed in excess, however, moderate consumption, as exemplified by the Mediterranean diet, combined with the practice of moderate exercise can be part of a healthy lifestyle. It was this which led Sogrape to sign a Letter of Social Responsibility in 2008, committing to the principles of Wine in Moderation and to supporting the implementation of the programme in Portugal.

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

As part of the commitment made to Wine in Moderation, Sogrape instituted an internal code for Alcohol in the Workplace, including clear rules and controls on drinking in the work environment and the promotion of moderation in the consumption of wine and other alcoholic beverages. This project is supported by information posters with the five key WIM messages, as well as a yearly "WIM Week". This annual weeklong event focuses on healthy diet, moderate consumption of wine and sensible exercise. Timed prior to the summer vacation, the entire Sogrape family receives information on how to get the most of their holiday with moderation as a key. Using posters, leaflets, special menus in the canteens and different activities the 600+ employees of Sogrape Vinhos are reminded that Wine in Moderation is the sensible option.

### What would you consider as your main achievement?

Through Sogrape's participation in the leading associations in Portugal the company has made a constructive contribution to implementing the Wine in Moderation Programme in Portugal. The leadership role taken by Sogrape Vinhos has had many positive effects within the enterprise, ranging from a clear commitment to self-regulation and responsible marketing to the inclusion of the key messages of WIM in many areas of consumer communication.

### 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?

Reaching consumers with "Wine in Moderation" is challenging due to the complexity of the message and the level of investment required to break through the media noise, however the recent TV/Cinema campaign launched by ACIBEV has added weight to the program reaching consumers.

### What was the key/critical point in time for Wine in Moderation in your country and overall for the international programme?

In Portugal the Wine in Moderation program has been the basis of the sector commitment to the National Alcohol and Health Forum since 2008, with the implementation of a Code of Self-regulation in Commercial Communication and the development of Responsible Service initiatives. On an international basis an important moment has been the creation of the WiM Association to coordinate the expansion of the Wine in Moderation program on a global basis, giving the program credibility and reinforcing its sustainability.

## — Have your expectations been met?

The mission of the Wine in Moderation program has been to make cultural change in the way people approach wine drinking and other alcoholic beverages, with this in mind it is unrealistic to say that in 10 years the objectives have been met. Although there has been a lot of work done, and a lot of ground gained, the reality is that the WiM Association must now focus on consolidating the programme and creating greater awareness among core trade and wine consumers.



“Social Responsibility has been part of the Sogrape ethos since the company was founded by Fernando van Zeller Guedes in 1942, and the strong brands which we have built since then would be weakened if we did not promote the importance of our wines being drunk responsibly and in healthy moderation.

In 2008, through Sogrape Vinhos SA, we committed to the values and principles of the “Wine in Moderation” program, joining the European wine sector endeavours to show wine drinkers that the key to enjoyment is moderation.”



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