



The WiM Association

The WiM Association is the international association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation Programme and expands its reach and impact throughout the world.



Why was the WiM Association created?

When the “Wine in Moderation - Art de Vivre” programme was launched in 2008, it was a big step forward for the European wine sector. Two years later, in 2010, with the conclusion of the initial commitment period to the EAHF, it was clear that Wine in Moderation had reached a “point of no return”, and that the Wine in Moderation as programme and as a commitment should be pursued.

Despite the particularly difficult economic conditions, the European wine sector unanimously decided to allocate more resources to optimise tools and structure and expand Wine in Moderation's reach and impact across the globe.

WiM Association was created in 2011, to unite the international wine sector and foster social responsibility; and become the place where all wine value chain actors that shared the value and principles of Wine in Moderation Programme are welcomed to join forces and share the message of moderation and responsibility.

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

WiM Association was created in 2011 with the mission, among others, to expand the programme's reach and impact throughout the world. Since then, Wine in Moderation activities have reached more than 30 countries while structured Wine in Moderation national programmes, under the control of national coordinators, are currently active in 16 countries: 11 in Europe and 5 in South America. True to our belief in partnership, we have managed to engage and work with prestigious actors throughout the wine value chain, establishing 9 official partnerships.

We are very proud to have got this far and who knows, this number might even be out of date by the time we go to print - but this is the beauty of it!

What would you consider as your main achievement?

Accountability is one of the main success factors of Wine in Moderation.

With the creation of the European Alcohol and Health Forum, the wine sector seized the opportunity to address the challenge of presenting its tangible contribution to safeguarding responsible and moderate drinking patterns and reducing alcohol-related harm.

Since its foundation, WiM Association has been supporting the reporting of the national efforts and performance of the programme to the EAHF. We were very proud indeed to receive the highest possible score of 100%, from the Alcohol and Health Forum's External evaluator (Milieu) for our 2011-2013 report, showing our constant strive for excellence and transparency.

However, the accountability actions do not stop at the publishing of the annual reports. In fact, the programmes' key actors constantly communicate and report the performance of the programme to different stakeholders by organising and participating at key events and conferences and through media activities. Monthly newsletters are also sent out to an important number of stakeholders featuring the programme's best practices.

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

10 years ago, when we talked about moderation, we were looked at with scepticism. Today, moderation is considered a must. What was created through the vision of a few leading personalities, has now become a necessity for the wine sector. The steady expansion of the association and the continuous interest in the programme show the increasing demand from the wine sector and confirms the change achieved in the wine value chain.

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

Opening up the association to countries outside EU geographical borders. In 2013, Bodegas de Argentina joined and marked the turning point for the WiM Association. Since then, the association and the programme have been growing exponentially.

Have your expectations been met?

Since we started the adventure, many things have changed, consumers have evolved, trends have shifted and yet the association has never been stronger. This is not a one-off project; Wine in Moderation is here to stay. The achievements so far are only the foundation to grow stronger and do more, and there are still many challenges lying ahead. We will continue working tirelessly to motivate the sector and encourage the moderate and responsible consumption of the beautiful product that is wine.



Stylianos Filopoulos,
Director, WIM Association

“When you start something disruptive, you do not really know how it will go. Everything is new, and everything is possible. That was the case with Wine in Moderation and later with the WiM Association. It was the clear vision, the integrity and the dedication of the WiM Association Board and of all the members, that guided the programme and the association to become a respected and credible international reference on social responsibility.”



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