



UNIONE ITALIANA VINI

## Unione Italiana Vini

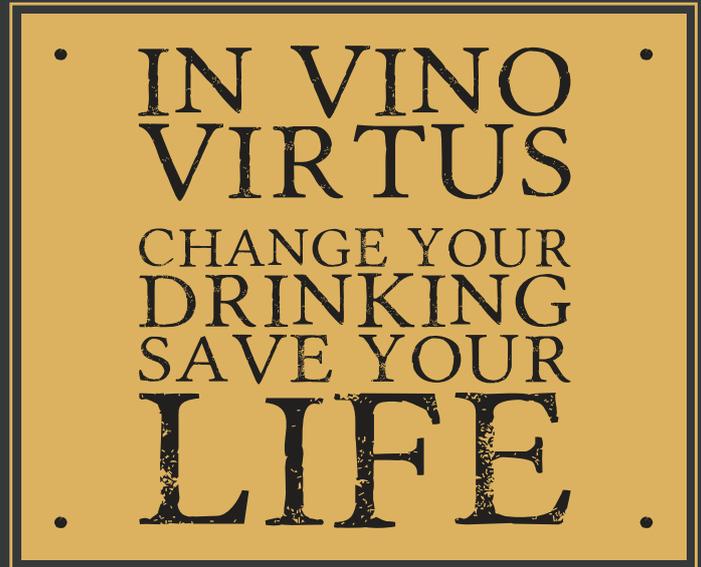
*Unione Italiana Vini is the oldest and most representative organisation of the wine sector in Italy. Founded in Milan in 1895 as a union of the largest producers and wine merchants, it represents a turnover equal to 80% of Italian wines and ensures the development of the wine sector in Italy according to the rules of transparency and the free market, promoting the culture of vines and wines in Italy and the world.*



Polizia di Stato



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One of the founding members of Wine in Moderation, UIV and its Board supported the development and launch of the Wine in Moderation programme since the beginning. Sharing the values of the programme both for consumers and for the wine producers/industry, it seemed only logical for UIV to join this social responsibility movement.

Educating people about responsible consumption patterns and explaining that wine is best enjoyed in moderation has always been important. Drinking more than what is recommended will only bring more harm. In fact, both the amount consumed, and the drinking pattern should be taken into account when considering the health aspects of alcoholic beverages. Drinking wine should be avoided by young and underage individuals, those with a history of alcohol dependence, for those with alcohol-related or other mental health and physical conditions, during pregnancy and when breastfeeding and when taking certain medications.

Road accidents are a major issue. It is therefore crucial to establish actions in order to discourage drink-driving especially for young people. This was our goal when we launched the campaign "In vino virtus".

"In vino virtus" is held every year during the Italian Wine fair, Vinitaly, together with the Italian State Police. This popular action aims at raising awareness about the dangers of driving under the influence of alcohol, with a particular focus on young people. All companies which participate in the campaign apply the campaign etiquette "In vino virtus" together with the name and logo of their companies on a number of bottles which are exhibited at their stands alongside campaign-branded roll-up banners. The 2018 edition even took a step further as the campaign was also promoted outside the exhibition area with a booth on Piazza Dante where Police State experts spread the values of safe driving and responsible drinking, putting a special emphasis on young adults, the campaign's main target.

It is difficult to draw general conclusions of this initiative; however, we are delighted to see that young people are highly receptive to this type of activity which we are considering to extend.

We are generally witnessing an overall decrease in the quantity of wine consumed in Italy but an increase in the quality. This shift in consumption could imply that consumers make more informed decisions and choose to appreciate better quality wines, a positive evolution for the Italian wine business. We certainly hope that the activities developed in the frame of the Wine in Moderation have had an impact on the way people consider this historical product.

Furthermore, several articles in the press have highlighted the cultural and social aspects related to a moderate consumption of wine as one of the main elements of a certain "art de vivre". The development of oenotourism also shares this approach creating synergies in a sector which still offers many opportunities of development for Italy.

Although it is sometimes quite time-consuming to ensure the coordination of the programme with several actors including administrations, our expectations have been met.

More actions such as the "In vino virtus" initiative could be developed in different regions/cities at national level in Italy; and a joint international action could be organised in the field of education such as an "International education day" dedicated to "wine moderate consumption".

In any case, we look forward to continuing working in informing and educating both consumers and professionals on the moderate and responsible consumption of wine.

“We all, UIV affiliates, are incredibly grateful and proud of Wine in Moderation because it has been able to credibly represent and honour our sector during all these years, to inspire many wine producers to elevate their collective social responsibility concerns, promoting a responsible drinking attitude. And last but not least, through Wine in Moderation, our sector has been able to educate consumers, across many countries, that by drinking in moderation and responsibly, wine can be enjoyed even more.

We are glad to celebrate this 10th anniversary of Wine in Moderation, we send them the best possible wishes for an even brighter future and look forward to continue this journey with them.”

**Sandro Sartor, Managing Director,  
— Ruffino and Constellation Brands EMEA**



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