



## VINOS DE CHILE

The Vinos de Chile trade organisation was founded in April 2007 to unite the Chilean wine industry by joining the two previously existing organisations, Viñas de Chile and ChiledVid.

Vinos de Chile was created with the following goals:

- Strengthen and expand the Chilean wine industry by participating in analysing and drafting governmental policies on development, promotion, free trade agreements, and regulations. Promote Chilean wine at home and abroad.
- Promote and communicate research and development on new technologies and processes throughout the entire industry chain.
- Provide a point of interaction for the members and orient them in the different aspects of the business without affecting their own identities.
- Improve the skills of the industry's work force through training and social benefits for industry employees.



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

In 2013, a small delegation of Vinos de Chile travelled to Europe with the objective of presenting our Sustainability Code and to have a better understanding about what different European organisations were doing in the field of sustainability. As the representative professional body of the EU industry and trade in Wines, the CEEV was one of the organisations we met and was the one which introduced us to the Wine in Moderation initiative. We immediately realised we shared very similar objectives with respect to our Code, especially in the social area and towards responsibility with consumers. As soon as we came back, we decided it was time to join Wine in Moderation and became the second country from South America to join the programme in June 2014.

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

We are particularly proud of the two seminars/workshops organised between Vinos de Chile and Wine in Moderation in Santiago de Chile. In these occasions, we invited speakers from universities, wineries and associations to discuss various aspects related to wine. Highly attended by our associates, these seminars were a great opportunity to share this knowledge but also to introduce them to the programme and raise their interest. In addition, the presence of the Wine in Moderation team in Chile was also the occasion to organise important meetings with key national stakeholders. We still very much appreciate the presence of the Wine in Moderation team in Chile to get a better understanding on the best way to implement the Wine in Moderation principles in Chile.

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

Undoubtedly, one of the biggest impacts has been the work we have done with the Sustainability Code. After reviewing all the requirements about communication, responsibility with consumers and education, the Norms Committee decided to adapt the Sustainability Code

requirements to be in line with the Wine in Moderation principles; these changes were thus incorporated into version 3.0 in 2014. Since almost 80% of our total wine exports in bottles belong to certified companies, we believe it is a very important achievement indeed.

### 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?

These kinds of initiatives are wonderful because of the impact beyond company borders or associations. In our case, the main impact was the cascade effect in the wine value chain through our Sustainability Code. As the certification is generally handled at the highest management levels of the company, and since wineries have different relationships and stakeholders, a single change in the Code has an influence at different levels in the chain increasing the reach of the messages at all levels of the wine value chain.

### Do you think that “Wine in Moderation” passed the message to the wine drinkers? If so, how did it make a difference?

Absolutely yes. The incorporation of the Wine in Moderation message in the national market campaign “We like wine” impacted wine drinkers in one way or another. In each advertisement we included the message of responsible drinking. We did this also in all promotional events: “For a new occasion, drink in moderation”. The Wine in Moderation message is powerful, as it is an invitation to enjoy wine responsibly and to know more about wine and gastronomy. The approach and the paradigm are therefore innovative, and we are sure that a percentage of consumers had the opportunity to understand that wine can only be enjoyable with moderation.

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

The critical point for us was at the beginning when we didn't exactly know how to manage the programme and which kind of activities were more important. Having this sorted out we can now be more effective.

**— Have your expectations been met?**

Thanks to the Wine in Moderation programme, wine associations from different countries have met and worked together to promote a common message and share good practices. This sharing of experiences between countries is a key point in the success of the programme. On a public policies level, it remains to be told whether the European Union institutions can elaborate, together with its stakeholders, a sustainable future for the Alcohol and Health Forum where responsible drinking has a place and value, recognising its importance in fighting alcohol misuse.



**“Wine in Moderation has been key support to the sustainable development of Chilean wines”**

**Claudio Cilveti,  
— Managing Director, Vinos de Chile**



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