



## VIN & SOCIÉTÉ

AU NOM DES 500 000 ACTEURS  
DE LA VIGNE ET DU VIN

### Vin & Société

The association Vin & Société was created in 2007. It represents and unites the French wine industry with the objective to transmit knowledge about wine and its culture and to promote responsible drinking.

Its members are:

- 21 regional interprofessions which represent all winemakers by region
- 7 national organisations : Trade (UM-Vin) ; production (CNAOC, Vignerons indépendants, ANIVIN de France, CCFV, CFVDP) ; CNIV

During 2011 and 2013, Vin & Société focused on the communication of drinking guidelines and the “culture” of wine, safeguarding drinking in moderation as a social norm. With an investment of about 2 million euros to develop large communication campaigns and educational activities, the French wine sector through V&S managed to reach French society (consumers, professionals and other stakeholders) and raise awareness and knowledge.



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

When time came for the wine sector in Europe to put forward its commitment towards the promotion of responsible drinking, Vin & Société joined the movement along with other leading countries. If the starting point of the Wine in Moderation programme was the contribution of the wine sector to the European Alcohol and Health Forum, it soon took a more ambitious turn by being a comprehensive and empowering programme, based on the commitment of all its members. Vin & Société being the structure that orchestrates all the sector's actions on responsible drinking in France, it was only natural that it would engage in promoting the commitment to the “moderation” message on the European level through Wine in Moderation.

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

Since 2014, Vin & Société has been disseminating small paper guides on responsible drinking, giving out useful information such as drinking guidelines, good practices and tips to promote responsible behaviours. Over the years, more than 300 000 of these guides have been made available to professionals of the wine sector and to consumers, in wineries, wine fairs and festivals. Enhancing the fact that responsible drinking has core values such as culture and education, pleasure, respect and self-control, these materials illustrate Wine in Moderation goals: raising awareness and inspiring responsible lifestyle.

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

One of our main achievements may be the “2340 campaign” in 2016. Based on the fact that 9 French people out of 10 were not aware of the low-risk drinking guidelines (2 drinks/day for women, 3 drinks/day for men, 4 drinks on one occasion and 0 drinks one day a week), this campaign intended, for the first time in France, to inform consumers on this issue. The message “Le vin. Je l'aime, je le respecte” that came along the 2340 guidelines, enhanced the idea that education and knowledge about a product is key to encourage responsible behaviours. The campaign was delivered in total 8 million times through social media, website and press.

### 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?

Wine in Moderation actions raised awareness in the French wine sector regarding the importance of promoting responsible drinking as a model pattern. For example, the “responsible drinking” message and practices are more and more taken into account in wine fairs and festivals organised by the wine sector. This resulted in more information and materials, such as breathalysers, made available to consumers, in developing partnerships with road safety associations, in putting in place good practices such as small doses for tasting, spitting out after tasting, etc.

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

In France, being able to pass the “Wine in Moderation” message to the wine drinkers is always a challenge in itself, due to the strict regulation on alcohol advertising. In the past, moderation messages have been ruled illegal or illegitimate by public authorities, as these messages are being construed as a way of promoting drinking (an idea that still predominates among the French health authorities). However, the French wine sector, through Vin & Société, has persisted in its will and actions to make the benefits of moderation known and appreciated. A variety of tools and materials have been developed in order to inform consumers and to train wine sector professionals on responsible drinking. Since, too often, health authorities dismiss the idea of responsible drinking and trade it for a strict “no alcohol is best” message, it is particularly important for the wine sector to be the voice of moderation.

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

The last ten years have been filled with challenges and milestones. The programme has evolved from responding to an institutional demand to building societal actions. This has been made possible thanks to the commitment of the team and all the members of the programme. It shows the strong implication of the wine sector and its will to take action to defend and promote a culture and lifestyle based on shared values among which moderation. As a social responsibility movement, the Wine in Moderation programme is and should always be evolving and improving its actions and impacts on the wine value chain and on consumers.

## 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.



“Our commitment to the Wine in Moderation programme is a very important element among our actions on responsible drinking. It demonstrates the ability of a whole sector, in many countries, to engage strongly in social responsibility. We value the authenticity of the programme and the shared principles it conveys.”

Joël Forgeau,  
— President, Vin et Société



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