



Wine in Moderation **IMPLEMENTATION GUIDE FOR WINERIES**

A GUIDE FOR ACTION

This guide is based on experience and best practices and is designed to inspire action and facilitate the implementation of the programme by wineries that have joined the Wine in Moderation – Art de Vivre programme as WiM Supporters. A WiM Supporter is any economic entity that has joined the Wine in Moderation programme by adhering to its principles, values and objectives, commits to support the implementation of the programme and is authorized the use of the Wine in Moderation logo (WiM TM).

As a WiM Supporter, a winery supports the Wine in Moderation programme by:

- Developing WiM Actions under the coordination of the respective National WiM Coordinator
- Educating its employees on how to communicate, sell and serve wine responsibly
- Respecting and implementing the Wine Communication Standards Principles
- Educating and informing its consumers on responsible drinking patterns and moderate wine consumption and inspire well-being and healthy lifestyle
- Reporting annually any respective WiM activity

The next pages provide a list of WiM Action examples per mission of the programme and the wineries are invited to use it as a checklist.



What is
a “WiM Action”?

A Corporate Social Responsibility (CSR) action can be considered as WiM Action if :

- 1. It is developed by a WiM Supporter*
- 2. It carries the WiM logo/message and/or has a reference to the Wine in Moderation programme*
- 3. It follows the principles, values of the Wine in Moderation programme and it is in line and not conflicting with the Wine in Moderation National Action Plan*
- 4. It adheres to the Wine Communication Standards principles*

ORGANISE ACTION

- Declare your commitment to social responsibility and the Wine in Moderation
 - Place the Wine in Moderation Supporter Certificate in a visible position in your winery
 - Include social responsibility in your company values
 - Inform your stakeholders about your adhesion to the Wine in Moderation programme

- Appoint a person responsible for the implementation of the Wine in Moderation programme and establish a good contact with the WiM National Coordinator

- Set objectives and report the performance of your company's Wine in Moderation activity

- Organise internal communication sessions aimed at different departments (directors/managers, winemakers, marketing/sales, HR, wine tourism, workers) about the Wine in Moderation programme, responsible drinking patterns & socially responsible practices

- Publish information about the Wine in Moderation programme and moderate consumption of wine on the company's intranet and noticeboards and communicate about it frequently

- Develop and implement safety and hygiene internal rules in relation to alcohol at work



EMPOWER YOUR PROFESSIONALS

Train all your employees about Wine in Moderation and responsible business practices

- Check www.wineinmoderation.com or your National Coordinator for training material and training sessions



Keep your employees updated with the Wine in Moderation programme and the latest scientific evidence by disseminating the Wine in Moderation and the Wine Information Council (www.wineinformationcouncil.eu) website and newsletter



INSPIRE WELL-BEING AND HEALTHY LIFESTYLE TO YOUR CONSUMERS

COMMUNICATION, ADVERTISING, LABELLING

Include the Wine in Moderation logo or a message of responsible consumption on your communication and promotional materials

- Include the “Wine in Moderation” logo/responsible message on your website, social media, posters, brochures, advertisements, stationery and **do not forget to add a hyperlink in the logo/responsible message and/or your webpage directing to the www.wineinmoderation.com website**

Align all communication with the Wine Communication Standards (WCS) principles

- Present the WCS in advertising and promotion agency briefings and make sure the principles are applied on your brand guidelines and communication and promotional materials
- Inform your stakeholders and partners (distributors, business customers) about the WCS principles

Always remember to check two things:

- *That all your commercial communication (advertisements, promotional materials, logo, text and images) complies with the WCS principles, without prejudice of full compliance with the existing regulations and self-regulatory codes in force whatever content, dissemination medium or form that they take.*
- *The WiM logo/responsible message is included in communication and promotional materials*

Use of the Wine in Moderation logo on the back labels of your product



INSPIRE WELL-BEING AND HEALTHY LIFESTYLE TO YOUR CONSUMERS

EVENTS, HOSPITALITY & SALES

- Include a slide about responsibility and moderation in the winery's presentation to visitors
- Embrace a message of responsibility and moderation during commercial events
- Disseminate Wine in Moderation leaflets in your events and reception areas
- Include a poster of Wine in Moderation in your tasting areas
- Provide spittoons during wine tastings
- Serve small portions and provide water and small snacks during tastings
- Check ID of participants of tastings and buyers for minimum age
- Identify and kindly avoid serving people in risk groups (pregnant women and during breastfeeding, intoxicated people, etc.)
- Encourage people to avoid driving if drinking
- Provide breathalyzers to customers who are driving and participate in tastings
- Ask groups to designate a driver and reward drivers for not drinking
- Allow customers to take home unfinished bottles



ACCOUNTABILITY - REPORTING

We would love to hear if you followed the above checklist, what your actions were, and what you have accomplished.

It is important that all actors engaging in the Wine in Moderation programme keep track of the actions they take. It is not enough just to take actions; it is important to present what we are doing and its impact. Every January we run the programme's annual implementation report on WIM activities and we have some key performance indicators (KPIs) that we report against.

Example of KPIs

- Number of employees involved in the Wine in Moderation programme
- Number of working hours invested annually in the Wine in Moderation programme
- Financial cost for the implementation of the Wine in Moderation
- Number of employees trained
- Number of Wine in Moderation leaflets disseminated
- Number of breathalyzers disseminated
- Number of people who participated in Wine in Moderation Actions/events

Please check www.wineinmoderation.com and with your National Coordinator for reporting and KPIs.



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The Wine in Moderation–Art de Vivre Programme was launched by the wine sector with the objective to inspire healthy lifestyle and well-being and contribute in the reduction of alcohol related harm.

The programme builds on scientific evidence, education, and self-regulation to organise and empower the whole international wine value chain, in raising awareness and knowledge about responsible drinking patterns and moderate wine consumption.

