

PRESS RELEASE

Wine in Moderation welcomed by 25,000 Swedish wine consumers

Press Release – Stockholm, 22 January 2016 – The WIM Association and Programme has been joined by [Munskänkarna](#) the largest non-profit association for wine education and wine tasting, with over 25,000 members.

[Munskänkarna](#) joins the WIM Association as an Observer member, becoming the national contact point of the WIM programme, responsible for the planning, coordination and accountability of WIM in Sweden.

As the first consumer association to join WIM, Munskänkarna will act as multiplier of the WIM message by informing and educating Swedish wine consumers and encouraging cultural change and making moderation fashionable. Education is key, and the Wine in Moderation message will be communicated through the courses and wine tastings in the 170 cities and villages in Sweden, and around the world, where Munskänkarna is active.

This new membership opens the WIM Association to a new type of stakeholder, encouraging other consumer associations and educational initiatives to join, as well as to a new region, as Sweden is the first Scandinavian country-and the second non-producing country-to join the movement and reinforcing WIM as the reference in social responsibility for the wine sector.

“Munskänkarna is a renowned consumer association with a strong mission to show members on how to enjoy wine in a moderate and responsible manner making it a perfect fit with WIM,” commented George Sandeman, President of WIM Aisbl. *“We are delighted with this move and firmly believe that working together we can reduce harm from drinking incorrectly”.*

“It’s a win-win situation” states Ylva Sundkvist, President of Munskänkarna. *“We are proud to be the leading wine association in Sweden when it comes to the Wine in Moderation Programme and the values it stands for – Munskänkarna will only be stronger with this cooperation and the opportunities that it creates.”*

Further information on the Wine in Moderation –Art de Vivre (WIM) Aisbl and Munskänkarna can be found below as well as on the Associations website together with the full press package: <http://www.wineinmoderation.eu/>



About us

[Wine in Moderation - Art de Vivre Programme](#)

Wine in Moderation–Art de Vivre (WIM) Programme is a programme created by the wine sector to inspire healthy lifestyles and well-being, and contribute to the reduction of alcohol related harm.

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

WIM is a common programme centrally coordinated and implemented nationally, with the capacity to adapt into local needs respecting cultural diversity.

[WIM Association](#)

The Wine in Moderation – Art de Vivre (WIM) Aisbl is the international not for profit association founded by wine sector associations and leading wine companies, that centrally coordinates the WIM programme and expands its reach and impact throughout the world.

[Munskänkarna](#)

The Munskänkarna is the largest non-profit association for wine education and wine tasting in the world, with more than 25 300 members. It counts local associations in 170 cities and villages, mostly in Sweden, but also in cities around the world; Barcelona, Brussels, Gran Canarias, Côte d'Azur, Costa del Sol, Mallorca, Provence and Tokyo. All together Munskänkarna has 1 500 wine tastings, with about 65 925 participants every year, and 450 courses, with 5 000 participants.

For more information please contact

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