



CHOOSE | SHARE | CARE

# IMPLEMENTATION GUIDE FOR WINERIES

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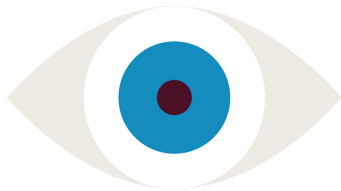
Inspiring wine professionals to take  
responsible actions

# TAKE ACTION

**JOIN THE WINE IN MODERATION PROGRAMME!**

**As part of Wine in Moderation, you can support a sustainable culture of wine by:**

- using our logo and tools
- developing Wine in Moderation actions
- educating your employees on how to communicate, sell and serve wine responsibly
- implementing a responsible commercial communication
- informing and educating your customers on responsible wine consumption and inspiring a healthy lifestyle



## **WHAT IS A WINE IN MODERATION ACTION?**

A Corporate Social Responsibility action that:

- is developed by a Wine in Moderation Supporter
- carries the Wine in Moderation logo / message
- follows the principles and values of the Wine in Moderation programme
- adheres to the Wine Communication Standards

# CHOOSE

## TO ACTIVELY SUPPORT A SUSTAINABLE CULTURE OF WINE

### Tell the world you are part of our community!

- Print your Wine in Moderation Supporter Certificate and make it visible to your customers ☐
- Include social responsibility in your company values ☐
- Inform your stakeholders about your adhesion to the Wine in Moderation programme ☐
- Show the Wine in Moderation logo on your website ☐

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### Plan your actions

- Set objectives for your company's Wine in Moderation activities ☐
- Get in touch with your National Coordinator (or WiM Secretariat) ☐

PRO TIP: Designate a person **in your team** that will coordinate your Wine in Moderation activities! ☐

# SHARE

## KNOWLEDGE WITH YOUR TEAM!

### Create the right environment in your workplace

Develop and implement safety and hygiene internal rules regarding alcohol at work ☐

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### Empower your professionals

- Train your employees about Wine in Moderation and responsible business practices - Check our website or ask your National Coordinator for training materials. ☐
- Keep them updated: check regularly Wine in Moderation and the Wine Information Council websites and subscribe to our newsletter to get the latest information. ☐



# CARE

## ABOUT YOUR CUSTOMERS!

### A good communication is key

- Include the Wine and Moderation logo and/or responsible consumption messages in your communication and promotion material (website, social media, posters, advertisements, labels, etc.) and don't forget to include a hyperlink to the Wine in Moderation website too. ☐
- Check that your communication complies with the Wine Communication Standards, existing national regulations and self-regulatory codes in force ☐

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### During your events:

- Include information about responsible consumption ☐
- Disseminate Wine in Moderation leaflets to your visitors ☐
- Provide spittoons during wine tastings ☐
- Respect your national drinking guidelines and serving sizes ☐
- Provide small snacks and water to your customers ☐
- Allow and encourage customers to take home unfinished bottles ☐



# CARE

## ABOUT YOUR CUSTOMERS!

### Before you serve/ sell your wine

- Check the ID of your customers to be sure they are old enough to drink/buy alcoholic beverages according to your national regulation ☐
- Identify and kindly avoid serving people in risk groups ☐



### Drink and drive

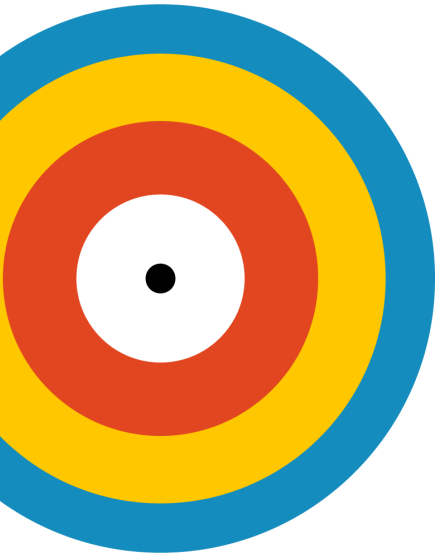
- Encourage people to avoid drinking and driving ☐
- Provide breathalyzers to customers who are driving ☐
- Encourage groups/couples to designate a driver and reward them for not drinking ☐

# DONE SOMETHING YOU ARE PROUD OF?

WE WOULD LOVE TO HEAR  
FROM YOU!

**Every Wine in Moderation activity, even the smallest one, counts.**

Let us know how you supported the programme!



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## Wondering what to report?

Look here for some inspiration!

- Number of employees trained
  - Number of communication materials disseminated
  - Number of breathalyzers provided to customers
  - Number of participants to your Wine in Moderation activity
  - Budget
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## WiM Association

Avenue des Arts, 43

1040 Bruxelles

+32(0)22309970

[info@wineinmoderation.eu](mailto:info@wineinmoderation.eu)

[www.wineinmoderation.com](http://www.wineinmoderation.com)

*Caring about your customers is  
caring about your business!*

Wine in Moderation is the social responsibility program of the wine sector, that aims to provide wine professionals with the information and tools to responsibly present wine, and inspire consumers to fully enjoy wine and its culture in a healthy, positive and convivial way.