



For a sustainable culture of wine

**ABOUT THE REPORT**

The performance of the programme is based on a set of KPIs that actors of the programme report upon. The authors of the report have taken reasonable care to secure the accuracy of the information received and presented hereby and are not responsible or liable for any errors or omissions.

**ABOUT THE WIM ASSOCIATION**

The WIM Association is the international not for profit association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation Programme and expands its reach and impact throughout the world.

**ABOUT WINE IN MODERATION**

Wine in Moderation is a programme created by the wine sector that aims to inspire healthy lifestyles and well-being; and to contribute to the reduction of alcohol related harm. The Wine in Moderation programme builds on scientific evidence, education, and self-regulation to organise and empower the entire international wine value chain; raising awareness and knowledge about responsible drinking patterns and moderate wine consumption. Wine in Moderation is a common programme centrally coordinated and nationally implemented, with the capacity to adapt to local needs while respecting cultural diversity.

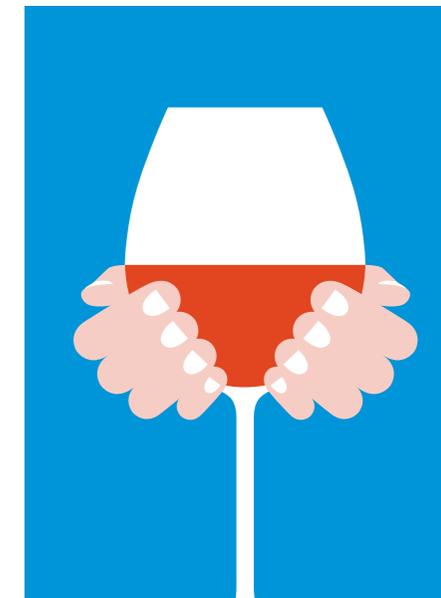
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Wine in Moderation Implementation Report 2021

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# Foreword by the President

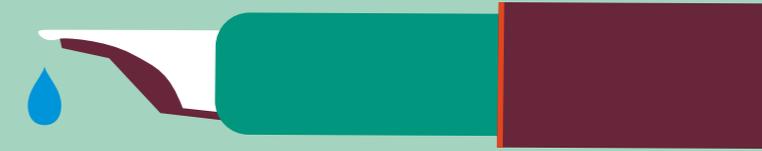
After more than a year of finding ourselves in this very strange and uncertain new reality, defined by COVID-19, being under lockdown and having to discover new ways to work and communicate, we entered 2021 full of hope of having left this challenging experience behind us.

Unfortunately, 2021 was yet another year where things did not take place as they usually do... another year of having to find new ways to adjust, but most importantly, of trying to accompany consumers around the world who choose wine, to enjoy our products within a moderate and healthy lifestyle.

Events, wine expos and tastings were once again cancelled, but this did not prevent us from continuing to pursue our mission. Our mission to share the message of responsibility, to share a sustainable culture of wine and to learn more about the product that is wine and how it is best appreciated: always accompanied by food and water and in a healthy context.

Representing the unique CSR program for the wine sector, we reinforced our role, acknowledged our responsibilities, and underlined the relevance that our message is gaining every day.

Thanks to new technologies and, most importantly, to the strong motivation of our members and supporters around the world, we were able to conduct strategic meetings, organise scientific webinars, share good practices, continue expanding the reach of our messages to consumers, but also launch new projects and tools. Not to mention, the growth of the Association that saw the adhesion of not one but two new members: Ruffino joined a list of prestigious wine companies as Ambassador Company to lead by example and the International Association of Sommeliers became an important new Partner.



This report puts forward a small piece of the puzzle and does not reflect the endless hours and days of hard work and dedication by all those involved. It will, however, give you a small glimpse of the important efforts being done around the world to encourage moderation and responsibility in the consumption of wine.

As we leave 2021 behind us, we can only hope the last couple of years will soon be remembered as a bad dream and that we will once again be able to sit around the table with our loved ones, sharing happy moments in the same way we used to, without having to think about sitting at a distance from each other. As tradition has it, I would like to take this opportunity to give a word of thanks to all those who have maintained their strong commitment to Wine in Moderation and welcome those who have recently joined the movement; it is with the continuous work and commitment of many that we will carry on making a difference with our mission to encourage a sustainable culture of wine.

\* **Sandro Sartor**  
President of the WiM Association





CHOOSE  
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CARE



WHO WE ARE?

# What is Wine in Moderation – our roots



A single **global message** to reduce harm and inspire moderation when drinking wine.



Tailored to **each culture and community** where it is introduced.



A social responsibility programme launched in 2008 by the European wine sector to demonstrate **social responsibility**, managed by the WiM Association.

# Social sustainability

According to the World Commission on Environment and Development, “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. While we often discuss environmental sustainability and economical sustainability, social sustainability is often left aside.

The United Nations Global Compact defines social sustainability as follows: “Social sustainability is about identifying and managing business impacts, both positive and negative, on people. The quality of a company’s relationships and engagement with its stakeholders is critical. Directly or indirectly, companies affect what happens to employees, workers in the value chain, customers, and local communities, and it is important to manage impacts proactively.”

Bearing this in mind, the importance to focus on **social sustainability** has become clear for the wine sector and has been translated into the Wine in Moderation programme.

“Our Vision for a Sustainable Culture of Wine proves **the commitment of the wine sector** that cares for its customers and for its business in all aspects of sustainability.”





# Our mission

To be the **social responsibility** programme of the wine sector, providing wine professionals with the information and tools to responsibly present wine, and inspiring consumers to fully enjoy wine and its culture in a healthy, positive, and convivial way. All our information is scientifically based. Science has had an important role in the Wine in Moderation programme since the very beginning.

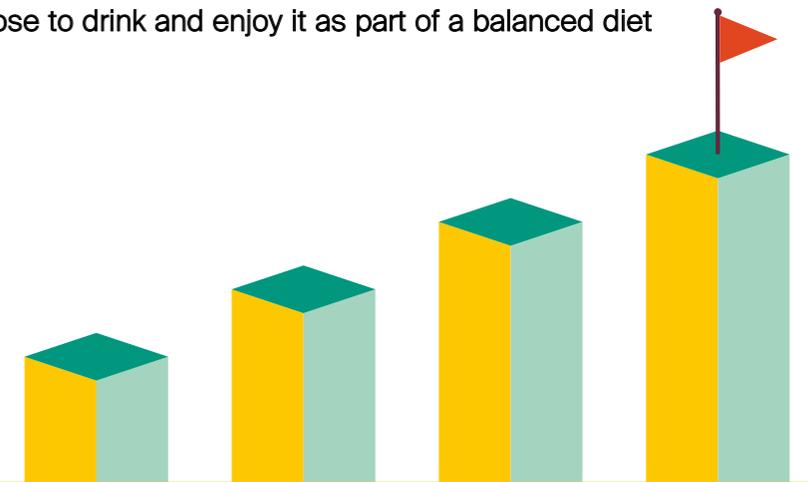


For more information about the latest scientific evidence on wine, health, and social aspects, visit the Wine Information Council website [www.wineinformationcouncil.eu](http://www.wineinformationcouncil.eu)



# Our ambition

**Become a movement**, imparting respect for wine as a product of culture among people who choose to drink and enjoy it as part of a balanced diet and lifestyle.



# Our vision

A sustainable culture of wine.



# Our values



# Our principles

While the vast majority of consumers enjoy wine in moderation, a minority misuses alcoholic beverages in ways that can be damaging to themselves and that can **harm others around them**.

Responsible and moderate consumption patterns of wine can be compatible with a **healthy diet and lifestyle**.

Wine is integral to many lifestyles and cultures across the world.

Wine drinking patterns depend greatly upon local traditions, education, gender, age group and socio-economic factors; efforts to promote moderation should be tailored to the needs of **each population**.

Efforts to promote moderation should be based on sound research, social and cultural aspects.

All representatives of the wine sector – in every region and at every step of the value chain – have a role to play in finding the best ways **to communicate about the value of moderation** and to contribute to the reduction of harm from abusive and hazardous drinking.

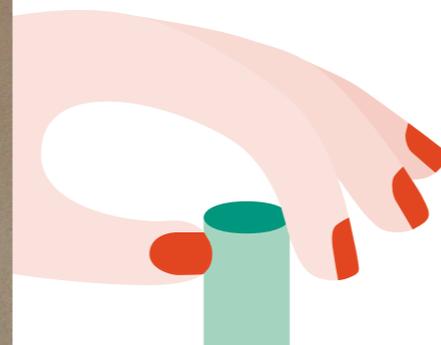
The wine value chain brings an invaluable social, cultural, agricultural, environmental, and economic contribution to regions and countries.



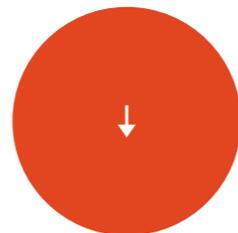
# Our governance



We are a unique coalition of responsible wine organisations joined by universities, authorities, and wine consumers from around the world, that aim to promote well-being and a balanced lifestyle and safeguard the heritage of wine. Wine in Moderation is an international and credible reference of **the wine sector's social responsibility**, developing a wealth of actions and campaigns to inspire the conscious enjoyment of wine.



# How we are structured



## + WIM ASSOCIATION

The WiM Association is the international association, founded by wine sector associations and leading wine companies, that centrally coordinates the Wine in Moderation programme and expands its reach and impact throughout the world.

## + CEEV - COMITÉ VINS

Founding member of the WiM Association, the representative professional body of the EU industry and trade in wines - CEEV is the creator and owner of the Wine in Moderation commitment.

## + WIM NATIONAL COORDINATORS

In each country, there is one or more WiM National Coordinators that supports the planning, coordination, implementation, and accountability of the Programme in their respective countries. Through their actions, they are the driving force and the contact point of the Programme in their countries or regions, spreading the message of Wine in Moderation.

## + WIM SUPPORTERS

WIM Supporters are all those entities that join the Programme at national level and actively support Wine in Moderation under the guidance of the respective WiM National Coordinator in their countries.

## + AMBASSADOR COMPANIES

Our Ambassador Companies are leading wine companies that support the efforts made at international and national level setting the example with their leadership in social responsibility and high contributions. They work in close collaboration with the national WiM coordinators and the WiM Association and play a critical role in the Wine in Moderation programme.

## + PARTNERS

Partners are any enterprise, institution, professionals' association or grouping, social and economic stakeholder, industry or independent in the wine value chain. They can have national or international reach and will support the development of the Wine in Moderation programme accordingly.



### NON-PROFIT ENTITIES

\* **International non-profit associations**  
international associations linked to the wine value chain with whom the WiM Association has bilateral agreements to take punctual actions on a yearly basis.

\* **National non-profit associations**  
Any association that cannot join or does not wish to join as National Coordinator, but that would like to have access to the full turn-key Programme, materials (adapted to the national situation and language), etc. can join as Partner as part of the national non-profit association category. This membership category does not have access to the main scientific information and does not grant the members the possibility to play a leading role in the strategic objectives and missions of the WiM Association.

\* **Non-professional associations**  
Any non-professional association that would like to join the WiM Association can do so under this category and show its commitment to the social responsibility movement of the wine sector by using the logo and tools during their events and in their communication.

### EDUCATION AND RESEARCH ENTITIES

Any education entity or research association can join as Partner. We will work with these entities bilaterally and identify potential projects in which we can collaborate in order to help the programme grow and increase the visibility of our message wherever possible.

### FOR-PROFIT ENTITIES

For-profit entities that are not active in the production of wine, but that are linked to the wine value chain, can join the WiM Association as Partners.

- \* Multinational wine-related companies
- \* National wine-related companies
- \* Fairs

# Accountability

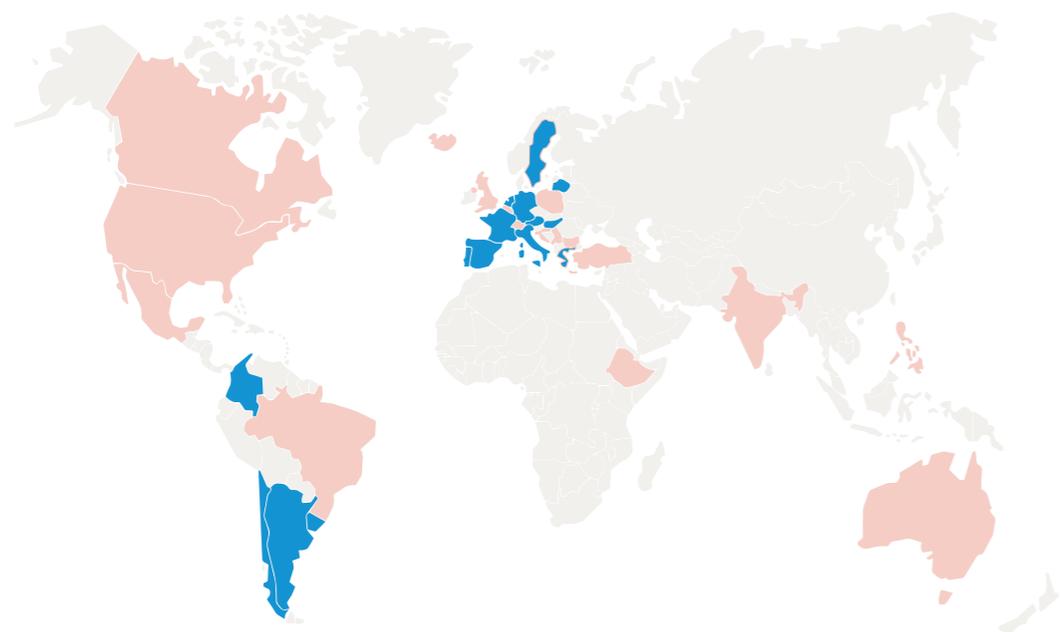
Since the launch of the Wine in Moderation programme, accountability has always been one of the main success factors. Defining objectives, reviewing progress along the way and evaluating the effectiveness of our actions is essential not only to improve performance and impact but also to build trust and inform our stakeholders about the important work carried out by the sector.

The Wine in Moderation annual report brings together the annual accumulative efforts made at national, European, and international level under the Programme by all WiM Association members and other actors.

It is based on a set of Key Performance Indicators (KPIs), that measure both the investment and the results of our actions. With the support of its members, the WiM Association executes the reporting exercise on an annual basis through an on-line survey tool. Responses are assessed and interviews are organised in case of doubts. Restrictions/limitations do apply in such a wide reporting exercise in a fragmented agricultural (wine) sector. Reasonable care though is taken to secure the accuracy of the information received.



# Wine in Moderation's reach



## WiM National Coordinators

- Argentina: *Bodegas de Argentina*
- Austria: *Austrian Wine Academy*
- Chile: *Vinos de Chile*
- Colombia: *ASOVINOS*
- France: *Vin et Société*
- Germany: *Deutsche Weinakademie*
- Greece: *Greek National Interprofessional of Vine and Wine (EDOAO)*
- Hungary: *The National Council of Wine Communities (HNT)*
- Italy: *UIV & FEDERVINI*
- Lithuania: *Sommelier School of Lithuania*
- Netherlands: *KVNW*
- Portugal: *ACIBEV & AEVP*
- Spain: *Federación Española del Vino*
- Sweden: *Munskänkarna*
- Uruguay: *INAVI*

## Other countries reached

- Australia
- Belgium
- Brazil
- Bulgaria
- Canada
- Czech Republic
- Cyprus
- Ethiopia
- Finland
- Greece
- Iceland
- Israel
- India
- Luxemburg
- Mexico
- Philippines
- Poland
- Switzerland
- United Kingdom
- USA



1

**International Coordinator**

WiM Association



17

**WiM National Coordinators**

15 national programmes in Europe and South America and activities in more than 26 countries worldwide



4

**Ambassador Companies**

Moët Hennessy · SOGRAPE VINHOS · Pernod Ricard · Ruffino



2.420

**Supporters in the wine value chain**



16

**Partners**

ASI · INSTITUTE OF MASTERS OF WINE · F.I.C.B. · FEVE · HOTREC · FVIN · FVS  
FUNDACIÓN DIETA MEDITERRÁNEA · RECEVIN · FIJEV · VINEXPO · WSET

**Observer of two intergovernmental associations:**  
the International Organisation of Vine and Wine &  
the United Nation's World Tourism Organisation &  
**Associate of Alcohol in Moderation (AIM)**

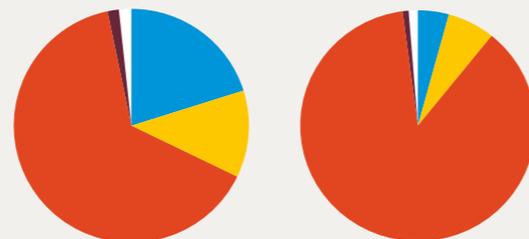


# Key numbers

## Wine in Moderation programme 2021 in numbers

MANAGEMENT RESOURCES	TOTAL 2011-2021	2021 TOTAL RESULTS
● Overall staff cost	7,452,590 €	688,405 €
● Management - Coordination expenses	4,556,512 €	508,435 €
<b>Total Management Cost</b>	<b>10,812,262 €</b>	<b>883,504€</b>
ACTIVITIES FINANCIAL RESOURCES	TOTAL 2011-2021	2021 TOTAL RESULTS
● Communication (incl. WCS) Information Activities/ tools	30,880,690 €	9,201,381 €
● Education & Training	651,874 €	126,750 €
● Wine Information Council	678,070 €	105,740 €
<b>Total activities cost (Campaign-Actions-Tools)</b>	<b>32,210,635 €</b>	<b>9,433,871 €</b>
<b>TOTAL COST</b>	<b>44,219,737 €</b>	<b>10,630,711 €</b>

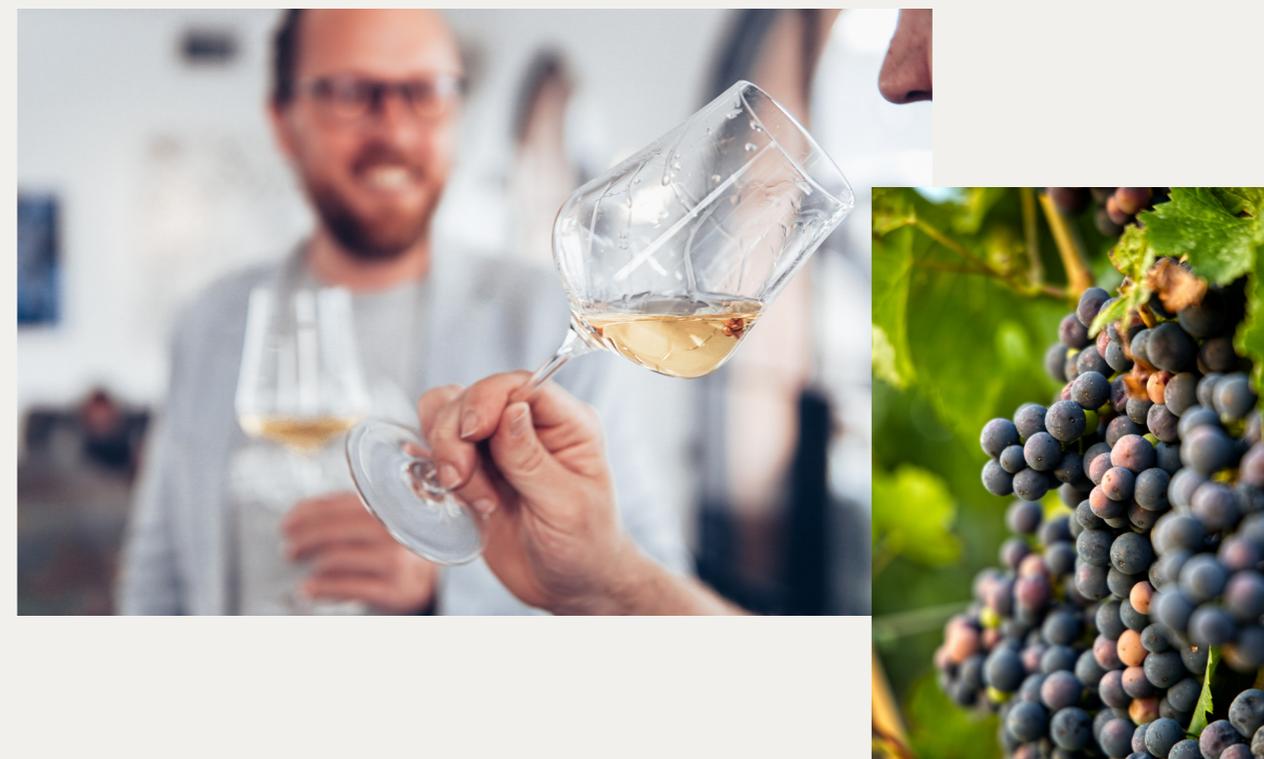
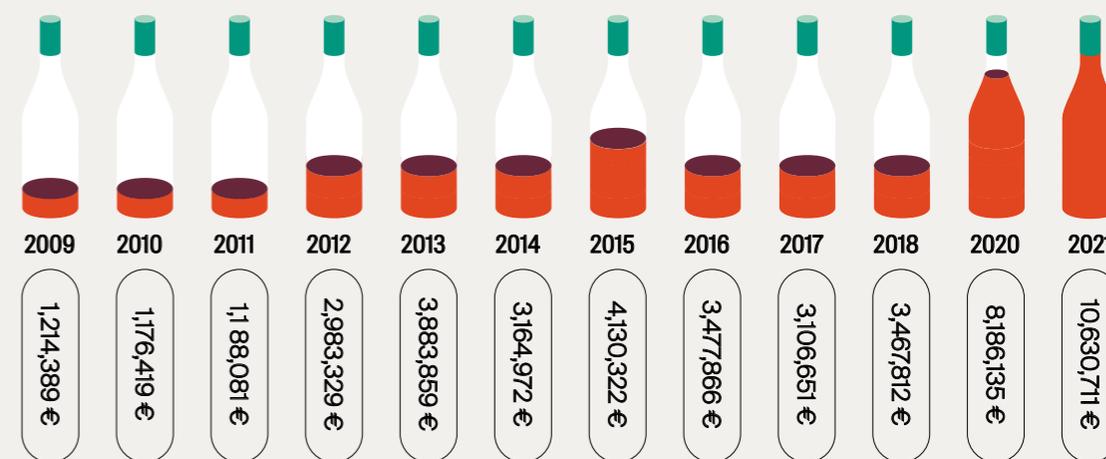
The numbers presented here represent the cumulative efforts of the WiM Association, its members and Partners.



Total Financial Investment (2008-2021)

46,610,545 €

## Total Investment



# Empower professionals

## Education

Training in wine, health and responsible business practices targeting wine professionals continued and new draft trainings were developed.

A number of trainings was also launched by our National Coordinators around the world, for instance a **webinar on social media rules in wine advertising by the Deutsche Weinakademie**, **a series of workshops for wine professionals by Bodegas de Argentina**, **a digital training by Sogrape for their staff**, **a session on moderation and scientific-based evidence by OIVE and FIVIN**: these are only a few examples of the initiatives undertaken by our members to promote responsible business practices among wine professionals. In parallel, partnerships with the wine, hospitality, and other sectors continuously improve competencies in responsible service and moderate consumption.

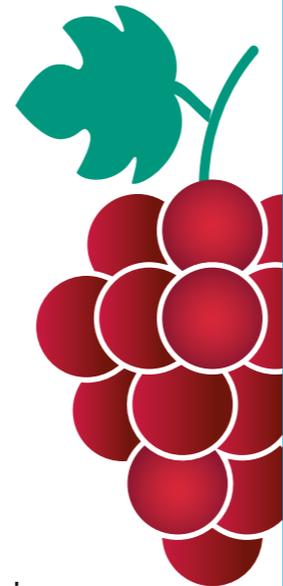
Last, but not least, 2021 was also dedicated to the development of a complete and thorough training programme on the topics of responsible service, communication, and wine & health. This training, developed by the Wine in Moderation Secretariat with the help of a working group, is expected to be launched soon.

# 2983

Number of trained professionals

# 187

Number of “Art de Vivre” trainings



## Scientific documentation

The [www.wineinformationcouncil.eu](http://www.wineinformationcouncil.eu) website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. In 2021, 118 new scientific abstracts were added to our database selected on the basis of the ANZFA criteria and under the supervision of the Wine Information Council. Through the website we also share the latest scientific news -edited by our scientific coordinator- on the most trending topics regarding Wine & Health. 16 articles were published in 2021 and disseminated through our monthly newsletter. Factsheets presenting the latest information and data on specific topics with a summary of the available research and statistics, as well as interviews of scientific experts are also publicly available on the website.

**Scientific Webinars:** initiated in 2020, these webinars have taken place three times per year to inform about important topics related to wine and health. In 2021 a total of 215 participants took part in the three webinars where scientific experts presented the latest research on the following topics: “Wine and COVID-19: fake news or facts?”; “Wine and weight management - is it possible?”; “Moderate drinking - is it still a healthy lifestyle choice?”.

# 3

Number of WIC-related events

# 215

Number of **participants** in WIC-related events

# 5.426

Number of visitors in the **WIC website**

# 118

N° of new **scientific articles** in the WIC database

# 435

Number of WIC-related disseminated materials



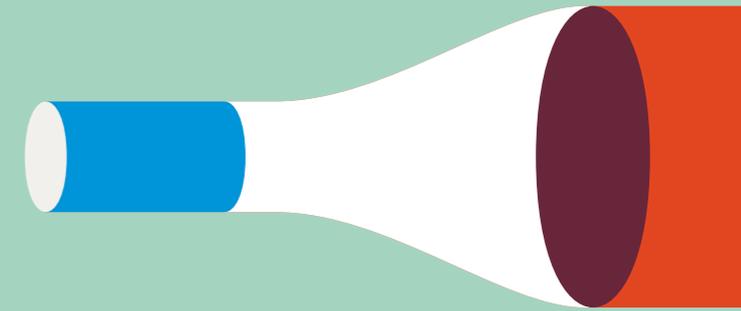
# Encourage moderation and responsibility

At Wine in Moderation, our main objective is to provide one common message to the wine sector that speaks to all wine consumers across borders, generations, and gender regardless of where and when they consume wine.

The new Brand Strategy, message and visual identity that were released at the end of 2019, led to the creation of a new tagline **“WINE IN MODERATION, CHOOSE | SHARE | CARE”** and laid the groundwork for the renewal of our messages and communication materials.

A new beginning for Wine in Moderation, as we bring the message closer to professionals and consumers, making it more relevant, while still, as always, encouraging moderation and well-being and supporting the sustainability of rural viticultural areas.

We continue offering a portfolio of products and services that evolve with our members' needs and demands. We also keep developing new channels to reach consumers and empower them to adopt moderate and responsible consumption patterns.



As was the case in 2020, 2021 was once again defined by the COVID-19 pandemic, resulting in a reduced number of direct actions. However, the use of digital tools and media was maximised to optimize the results and continue expanding the reach of the Wine in Moderation programme and message.



2223

Wine in Moderation actions



1.227,988

Participants in different Wine in Moderation communication activities



620,841

Disseminated communication products (incl. pamphlets, newsletter)

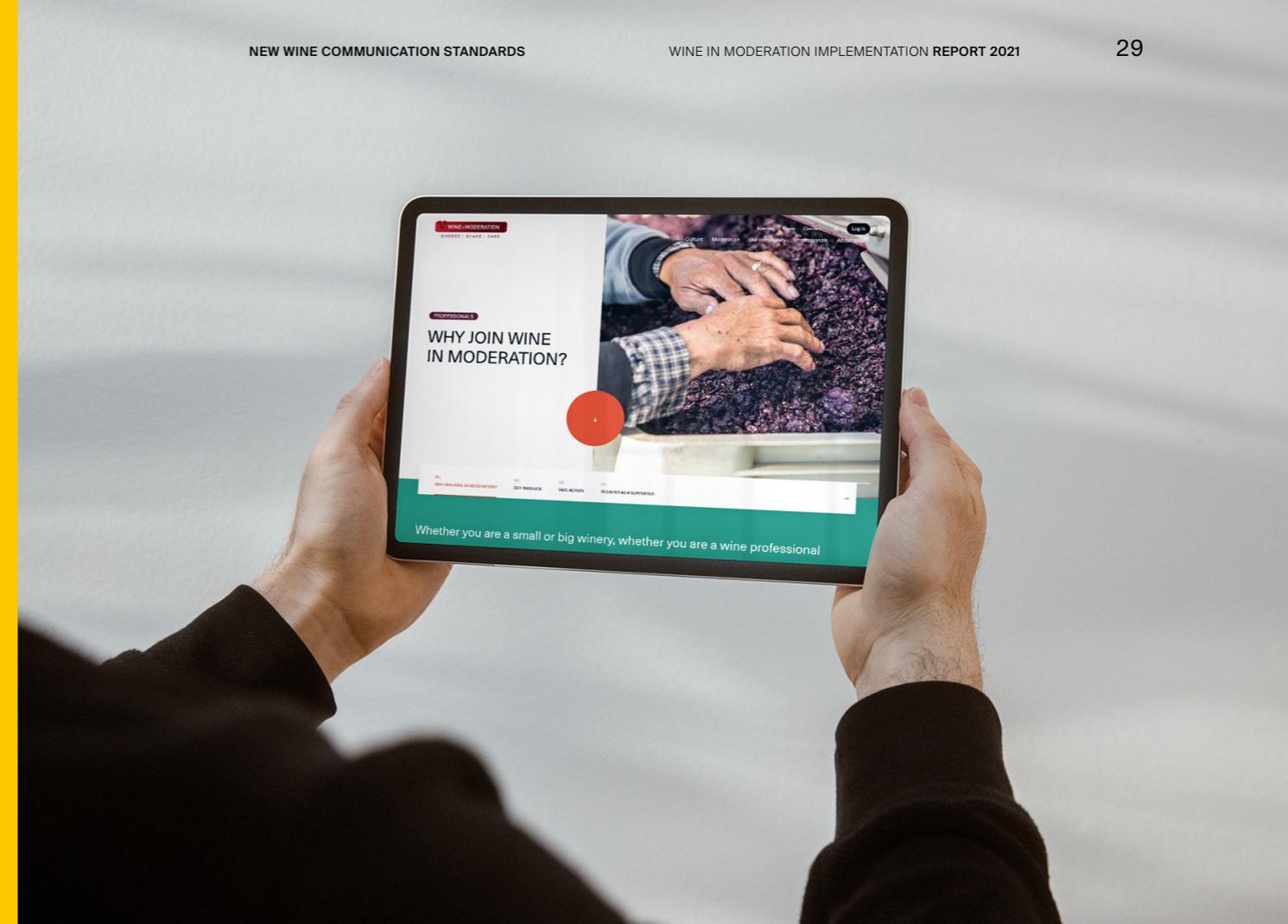
\* The numbers reported here are much lower than previous years due to the exceptional nature of the year 2021 and the impossibility to organise in person events, activities, and trainings.

# Key achievements in 2021

## New Wine Communication Standards

Since the launch of the programme, one of our main objectives has been **to support professionals of the wine sector with information and tools** they can use to serve and sell wine responsibly but also educate their consumers on moderate drinking patterns.

One of our central tools has been the Wine Communication Standards, a code of conduct which works in tandem with existing self-regulation schemes and national legislations. These Wine Communication Standards have helped hundreds of wine professionals establish a responsible commercial communication over the years. However, the rise of the digital era emphasized the need to refresh this tool and add new features.



The first step consisted in updating the standards both visually and content-wise, which resulted in a refreshed and more accessible version of the sector's self-regulation document with guidelines and principles that help wine professionals understand the dos and don'ts in commercial communication.

In parallel, a **Digital Annex** was also created, providing specific guidelines to follow when developing content for online use (website, social media, etc.).

All entities that join Wine in Moderation (members and supporters alike) are invited to adhere to the Wine Communication Standards principles, use the Wine in Moderation logo and responsible message in their communication. All documents are available in the reserved area of our website, for our members and supporters.

## KEY ACHIEVEMENTS IN 2021

# Communication campaigns

Inspired by the culinary and cultural heritage of wine, our campaigns, as well as those of our members, aim at promoting **moderation and responsibility** in wine drinking as a cultural and social norm.

Well-structured and targeted campaigns to inform consumers continued in 2021 and new initiatives were launched.



## Focus on social media



UN ROAD  
SAFETY WEEK

WORLD  
BREASTFEEDING  
WEEK

With the goal to become a movement that involves both professionals and consumers in supporting and promoting a sustainable culture of wine, the Wine in Moderation Secretariat has been increasing the use of social media as a means of communication.

Although we have opened an all-year-long dialogue with our audience, we take advantage of special international dates and celebrations to gain more visibility and link our messages to what we truly believe.

It is in this frame that two specific social media campaigns were developed in 2021: respectively in the occasion of the UN Road Safety Week and the World Breastfeeding Week.

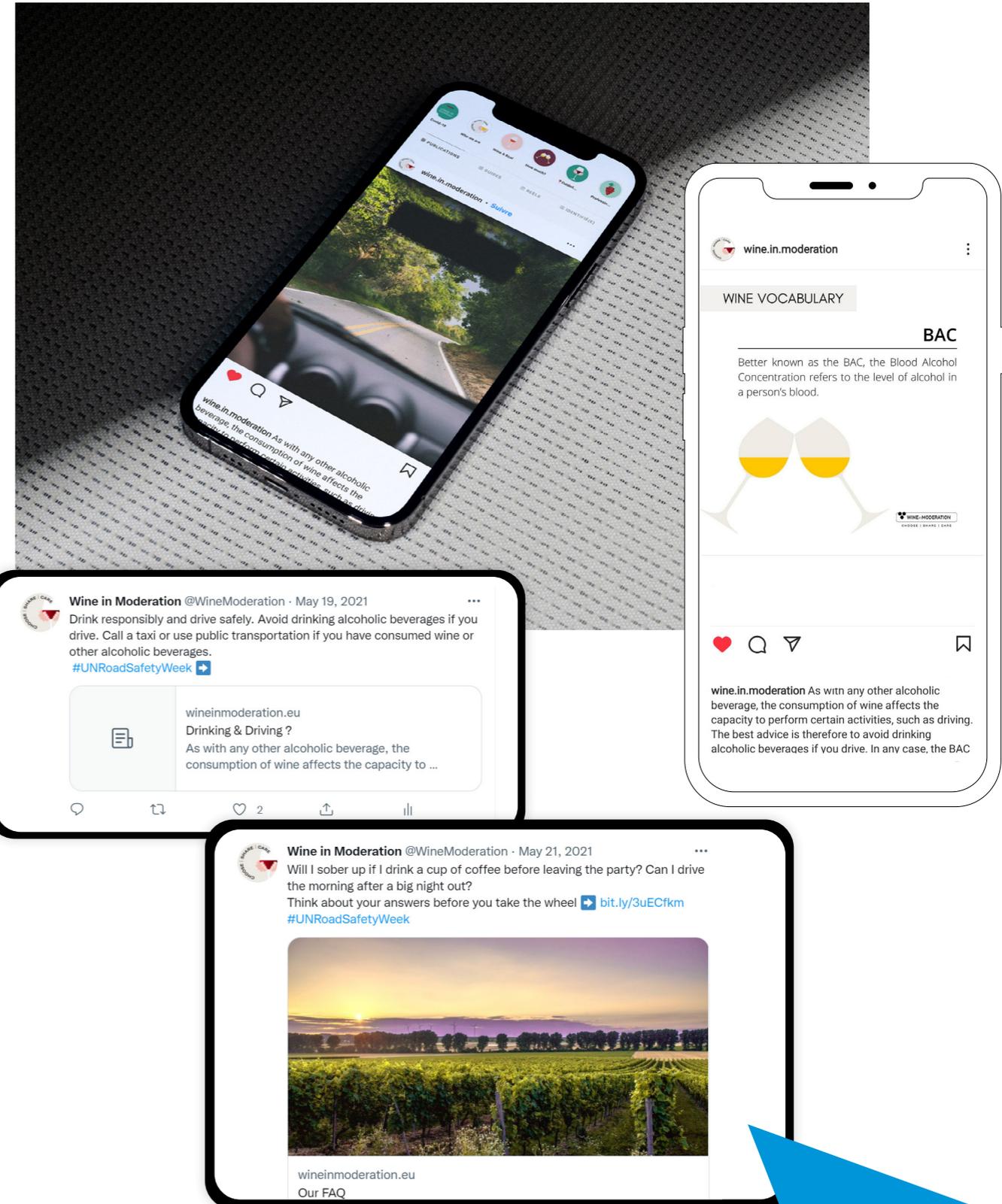
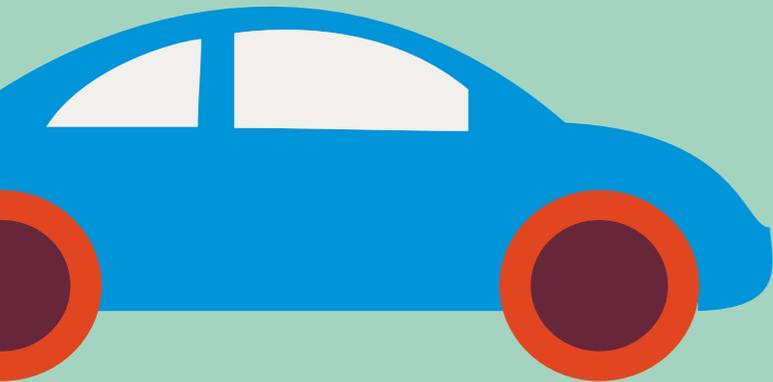


## + UN Road Safety Week

Aimed at raising awareness and **encouraging people to advocate for better safety conditions on the roads**, the UN Road Safety Week took place between 17 and 23 May 2021. For the occasion, numerous posts were published on different social media platforms to inform the audience about the risks of drinking and driving and the importance of always choosing to be responsible, either by designating a driver or by taking a taxi or public transport home.

The content of the posts shared on LinkedIn and Twitter mainly addressed professionals of the wine sector, giving them tips on how to share information on the topic with their customers and what to do **to facilitate the correct application of those principles**.

Instagram was used to reach consumers directly, the posts published through this medium thus focused more on the core message to raise awareness of the general public.

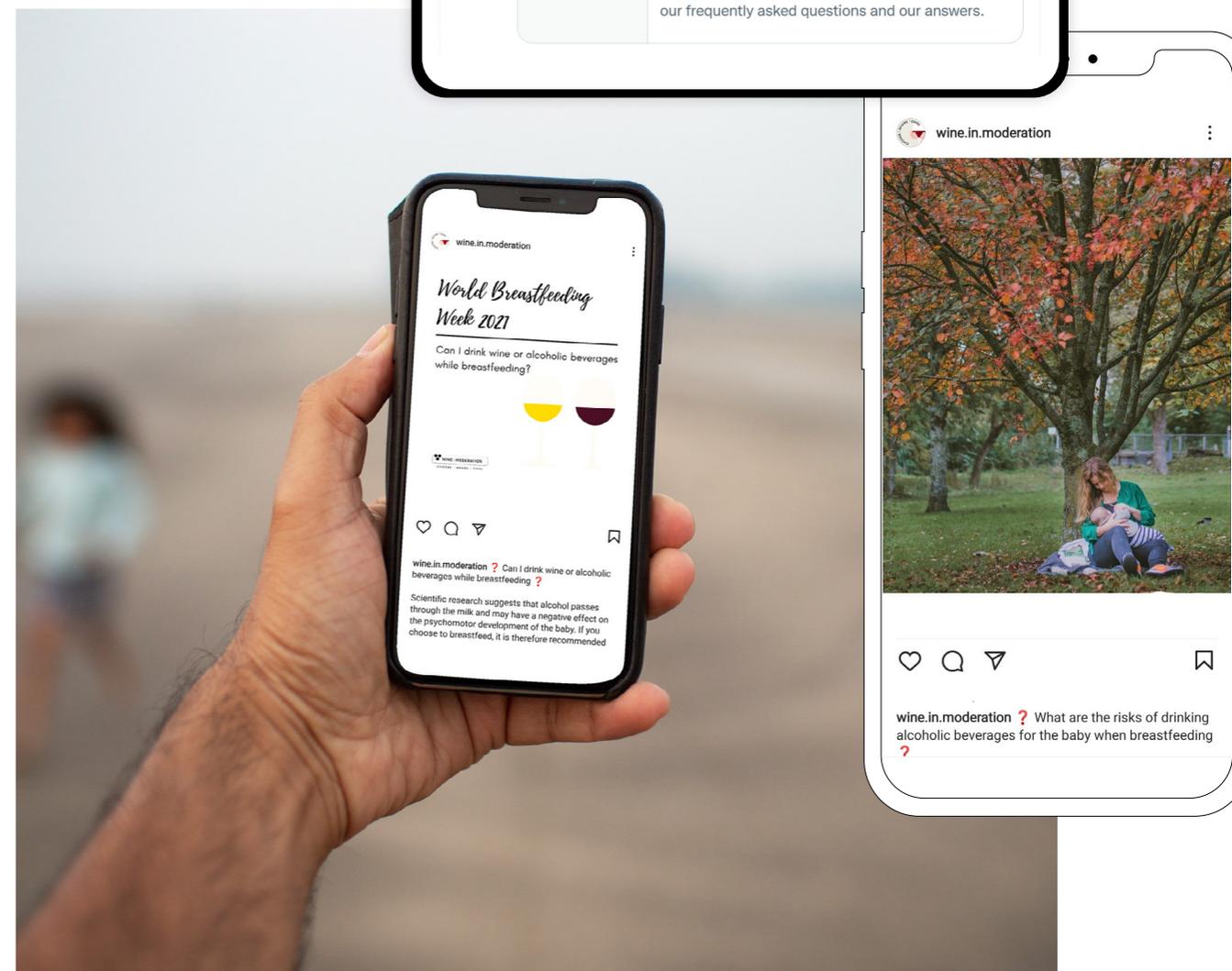
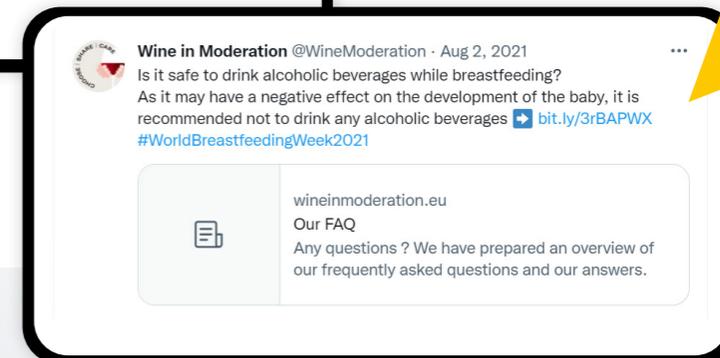
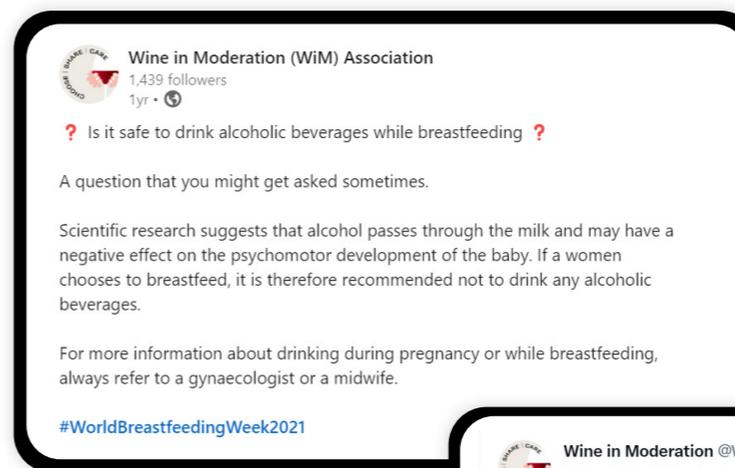


## + World Breastfeeding Week

It is advised to avoid wine and other alcoholic beverages during pregnancy and breastfeeding. This information is an important part of the message we share with consumers and professionals around the world. It was therefore only natural to take part in this large campaign. Indeed, when an alcoholic beverage is consumed during pregnancy, the alcohol travels through the mother's blood and into the baby's blood, tissues and organs. This can lead to foetal alcohol syndrome in case of excessive drinking, and lifelong damages such as malformation of the embryo, brain damage, poor growth, premature birth and low weight, learning problems, and other less severe birth defects or complications. In addition, scientific research suggests that alcohol passes through the milk and may have a negative effect on the psychomotor development of the baby.

We took the opportunity of this campaign, which took place from 1 to 7 August 2021, to raise the significance of this important message by publishing a number of posts on our Instagram, LinkedIn and Twitter profiles.

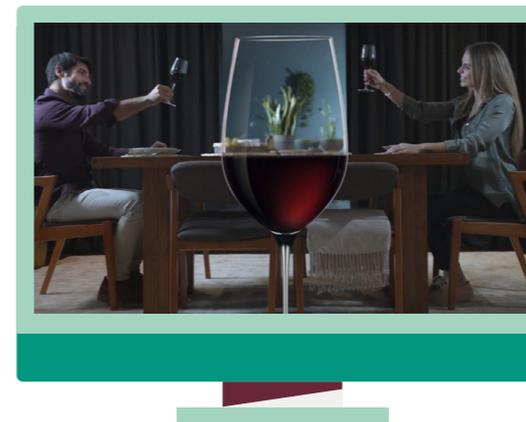
Smaller campaigns were also developed in the occasion of other international days, such as the International Soil Day, World Tourism Day, Sustainable Gastronomy Day, Earth Day, etc.



# → Our members' campaigns

Our community is growing every day with new members and supporters and so does our commitment to promote moderation and responsible consumption of wine. This can be seen through the invaluable initiatives carried out by our community. Among others, the communication campaigns carried out by our members around the world help adapting the Wine in Moderation message to the different national contexts and languages where the Programme operates.

Social media have been used extensively by all our members in their communication to the public about the Wine in Moderation programme and messages. Among others, AEVP launched a campaign with the aim to promote the **“CHOOSE, SHARE, CARE”** message. The campaign was built around Instagram and Facebook posts, the creation of an animated video and a giveaway for their followers.



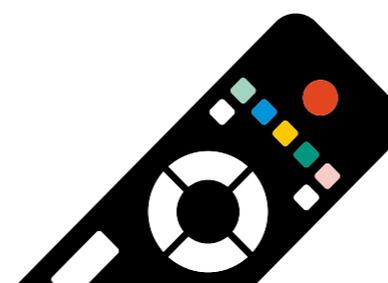
In autumn, a broader campaign was launched through different channels: spots on TV and cinemas, posters on buses, digital advertisement in newspapers and billboards all over Portugal.

Later in the year, ACIBEV, our other National Coordinator in Portugal, released a new spot on social responsibility when consuming wine. The campaign « No more no less » was broadcast both on national TV and streaming services between 20 November and 31 December to encourage moderate consumption patterns during the holiday period.

Similar initiatives also took place overseas where Bodegas de Argentina promoted moderate and responsible consumption as part of their national culture, using different media to inform the public about the Wine in Moderation programme and the role and commitment of the Argentinian association within it.



With the aim of encouraging similar initiatives among its constituencies, through the specific guidelines for responsible commercial communication, FEV, in Spain, re-designed and updated its Code for Commercial Communication, making it more visually appealing and accessible to users.



In January, Vin et Soci  t   launched the campaign “A good wine can be served with anything, never without moderation” creating a website where users can take a quiz to discover their profile(s) on the basis of their taste in both food and wine but also food and wine pairing recommendations, suggested according to the results of the quiz. Inviting the public to share their result on social media with a specific hashtag and involving four celebrity chefs at a later stage of the campaign, this initiative succeeded in bringing to the attention of a wide audience the link between wine, food and moderation.

Last but not least, the optimization of websites to inform consumers about responsible consumption and proudly show the commitment to the promotion of a sustainable culture of wine: **ASOVINOS** and **Sogrape** renewed their websites, giving more space to responsible consumption and integrating information on the topic through new dedicated sections.




KEY ACHIEVEMENTS IN 2021

# Participation at conferences and events

In 2021, we continued learning about the mechanics of online meetings and witnessed the emergence of hybrid events. Wine in Moderation was present at different events around the world through the participation of the Wine in Moderation Secretariat and its members.

Wine in Moderation proudly participated, as a partner, to the **“2nd Science & Wine World Congress. Wine and Olive Oil Production: the Fluid Aspect of Mediterranean Diet”** which took place online from 2 to 4 June 2021. George Sandeman, former president of Wine in Moderation, and Ursula Fradera, Wine Information Council scientific coordinator, had the pleasure to present the Wine in Moderation initiative in the “presence” of numerous prominent international scientists.



The topics of **sustainability and responsible consumption** remained at the heart of numerous initiatives organised by WiM Association members.



## CELEBRATE LIFE WITH MALBEC

Bodegas de Argentina organised different events throughout the year. In the occasion of the International Malbec day, Bodegas de Argentina and their partners developed the campaign **“Celebrate life with Malbec”** in which they embraced the message of the Wine in Moderation programme and encouraged participants to enjoy tasting wine in good company. Responsible consumption was also the focus of thematic talks during the **“Encuentro de Vinos Bonaerenses”** and the initiative **“Vino el Cine”**, two events that combined wine culture and entertainment activities, such as games, music and movies.



## WINE ADVERTISING - IN THE POLITICAL CONTEXT

Thanks to the collaboration with a number of universities, Wine in Moderation has been able to reach students and future wine professionals, and inform them about responsible consumption, social sustainability, and moderation. For example, the Deutsche Weinakademie was invited by the university of Geisenheim to hold a webinar, **“Wine advertising - in the political context”**, covering topics like responsible advertising and commercial communication. The webinar was also an occasion to present the Wine in Moderation programme.





### WINES AND LIVES

Wine in Moderation was also part of the initiative “Wines and Lives” that took place at the Complutense University of Madrid, where OIVE, the Spanish interprofessional Organisation of Wine, was present with a summer course to share knowledge about, not only wine culture, history and Mediterranean diet, but also moderate wine consumption.



### SUSTAINABILITY REPORT

Wine in Moderation was also included in our members’ broader sustainability strategies. Ruffino mentioned the Programme and their recent adhesion as Ambassador Company during the presentation of their Sustainability Report. Along the same lines, Bodegas de Argentina incorporated a section dedicated to Wine in Moderation in their Sustainability Protocol, presented as the unique programme for the promotion of responsible consumption of wine.



### ACIBEV AND SOGRAPE

In Portugal, Wine in Moderation was present at two major events, thanks to ACIBEV and Sogrape. In May, during Infowine.forum, a new social responsibility short movie was displayed throughout the event and leaflets containing information about responsible consumption of alcoholic beverages were distributed.

In July, at the Essência do Vinho fair, ACIBEV gave the opportunity to visitors to enter a driving simulator and experience how it is to drive under the influence of alcoholic beverages through the use of special glasses that reflect different BAC levels. Sogrape developed a poster with a QR code distributed at the venue, allowing visitors to download a leaflet containing information about the Wine in Moderation guidelines for a moderate and responsible consumption of wine and the new messages under the “Choose | Share | Care” tagline.



Past years’ appointments were repeated this year, such as the Wine in Moderation Forum organised by Bodegas de Argentina, **Copa-Cogeca’s annual harvest event** or Sogrape’s annual WiM week that aims to present the latest updates on the Wine in Moderation programme and discuss the sustainability of the sector.



## KEY ACHIEVEMENTS IN 2021

# Growth

2021 was a year of growth both for the Association, but also for the Wine in Moderation programme around the world.

We were extremely proud to welcome Ruffino which became the fourth company to hold the prestigious title of Wine in Moderation Ambassador Company, strengthening its commitment to social responsibility and the reach of the moderation message inside the company.



CEO of Ruffino, Sandro Sartor said at the time of Ruffino's adhesion:

*"As Italians, we strongly believe in the need to share this culture of millennia which we hold very dear in Italy, a country of conviviality where wine has always represented a cultural way to elevate people with the pleasure of staying together, rejecting the fruition for self-isolating through the excesses. [...] Following this approach, this brand-philosophy, the adhesion to Wine in Moderation comes as to say naturally and consequently, since we share the same sustainability vision, the same alphabet. We are very proud and honoured to have found such a valuable and authoritative organisation to partner with, able to echo and further define our language."*

We were also very pleased to announce that the International Association of Sommeliers (ASI) joined the movement as a Partner to work together in raising knowledge on wine, responsible drinking, and healthy lifestyles within the wine sector. Bringing together the national sommelier associations from over 60 countries, the new partnership with ASI will increase the reach of the Wine in Moderation message among wine professionals all over the world.



ASSOCIATION  
DE LA SOMMELLERIE  
INTERNATIONALE

William Wouters, **President of ASI** also commented:

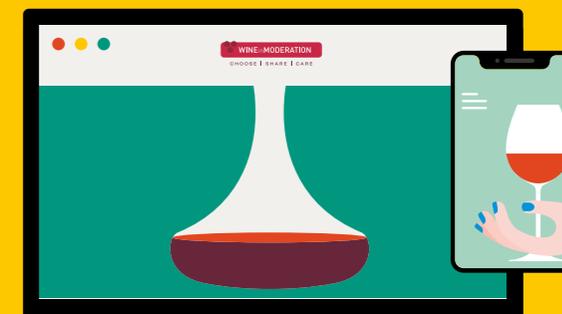
"The Association de la Sommellerie Internationale (ASI) is fully committed to providing sommeliers around the world with the necessary education and tools to advance in their profession, defend its ethics and become a reference for consumers. We are positive that the partnership with Wine in Moderation will provide further support and guidance to work closely with our members to encourage the responsible and moderate consumption of wine. I encourage our member countries to actively participate in this partnership and ensure their programs and communications also promote responsible consumption."





In parallel to the addition of these two important entities, 2021 was also the occasion to re-connect with all our existing supporters around the world. Taking the opportunity of the new Wine in Moderation website and Community map, which was further upgraded during the year, the Secretariat and its National Coordinators launched a re-registration campaign, inviting all the wineries active in the programme to renew and publicly show their commitment to Wine in Moderation.

This wave of re-registration accompanied by a large communication campaign also encouraged hundred of entities linked to the wine value chain, ranging from wine companies to wine writers and wine shop owners to discover the movement, register as supporters and continue spreading the moderation message. As the programme grows around the globe, so does our motivation to continue sharing a sustainable culture of wine.





For more information on how to use the intranet, we invite you to take a look at the video which explains everything in a step-by-step approach. The video is available on our [YouTube channel](#).



## KEY ACHIEVEMENTS IN 2021

# Intranet & tools sharing

2020 was the year the new Wine in Moderation website was released, featuring a modernised design with clear information and new functionalities to help consumers and professionals make well-informed decisions when it comes to enjoying wine and to encourage a sustainable culture of wine.

- One of these new functionalities was a new intranet platform available to all members and supporters of the Programme. In 2021, we took the opportunity to further upgrade this internal platform with the goal to continue increasing our offer and further facilitate the implementation of the Programme. In fact, all the entities involved in the Wine in Moderation programme around the world will find everything they need on this renewed platform, ranging from the tools and materials available in the different languages of the Programme to the Community map showing all the supporters of the movement around the world. National Coordinators will also have the possibility to manage their supporters' registry entirely from the intranet which will be updated on a regular basis.
- Furthermore, 2022 will also bring another major change, allowing all members and supporters to fill in activity reports directly online every time they carry out a Wine in Moderation activity. This will be a way for them to show what they do throughout the year to support our vision of a sustainable consumption of wine.

## KEY ACHIEVEMENTS IN 2021

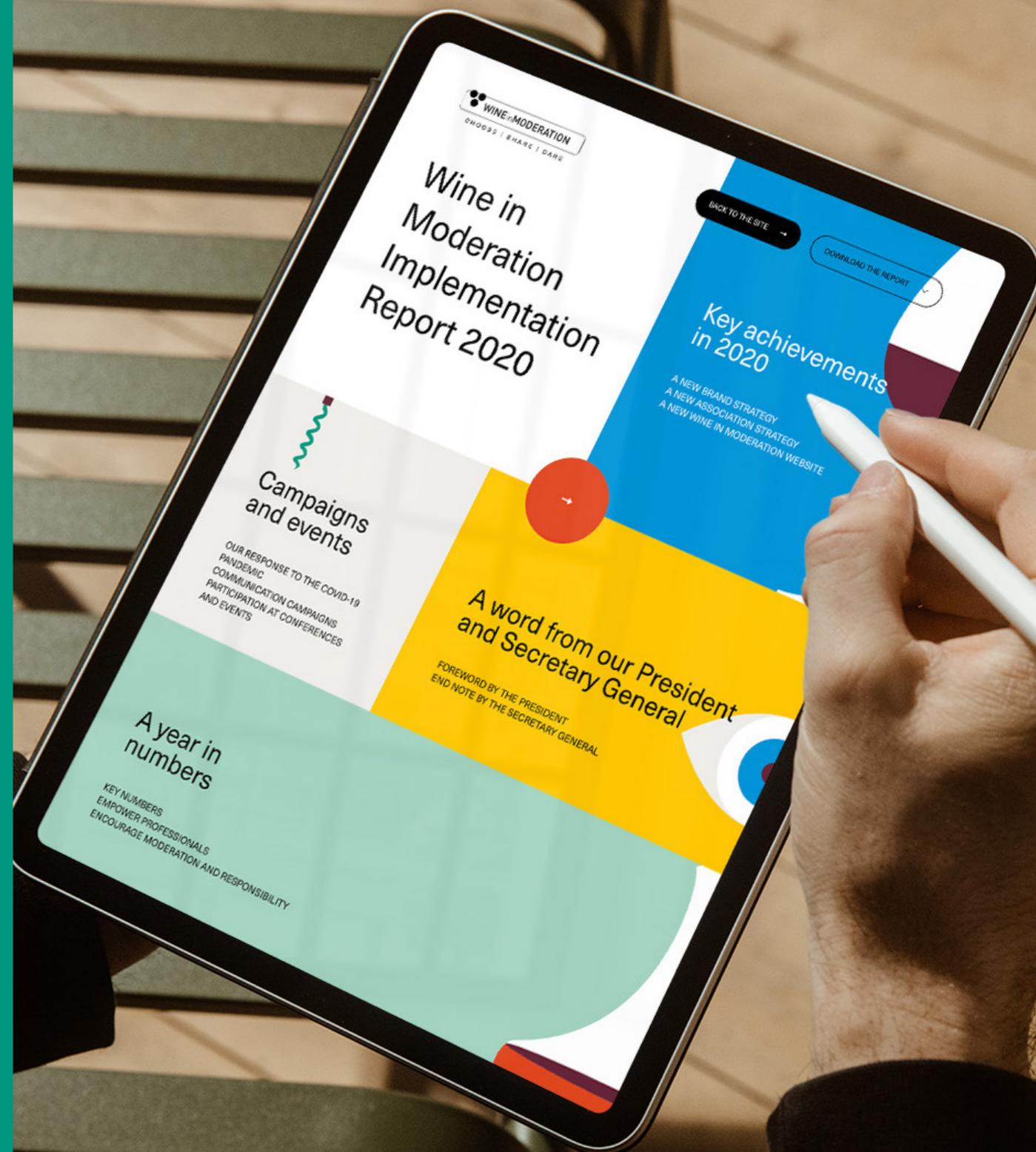
# Digital report

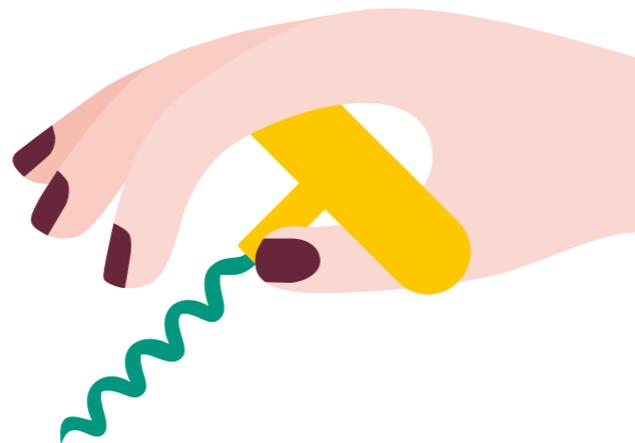
As accountability remains high on our agenda, we have been looking for ways to make the programme's performance and results more accessible to a wider audience. A digital version of the report was thus developed, **one click away for any professional, stakeholder or consumer** that would like to have a look at what the Wine in Moderation community achieved in the year 2020.

The digital version of the report is a user-friendly micro-site where people have access, not only to the most relevant information included in the print version, but also to extra content, thanks to the clickable links redirecting to all the successful initiatives, events and campaigns carried out by the Secretariat and our members around the world.

The digital version of the 2020 annual report is available on our website ([www.wim-annual-report.wineinmoderation.eu](http://www.wim-annual-report.wineinmoderation.eu)), while the archive of our past Implementation Reports can also be found on the platform ([www.wineinmoderation.eu/about-wim/our-reports](http://www.wineinmoderation.eu/about-wim/our-reports)).

Given how well it was received, it was also decided to continue developing both a print and a digital version, you will therefore have the possibility to view this new report online as well.





## END NOTE BY THE SECRETARY GENERAL

As another unusual year comes to an end, we could not be prouder of the actions that have been achieved by the Wine in Moderation community. It is always impressive to look back and realise how far we have come, and no matter how difficult it is to measure and report on the performance of a unique programme such as Wine in Moderation, we are delighted to see that the Programme continues to expand throughout the world increasing our reach and impact.

As we continue building on our Brand and Association strategies, we are proud to see that the available knowledge, tools, and materials are being used and distributed throughout the world to encourage the sustainable consumption of wine.

2021 is a year that we will remember, not because of the consecutive waves of COVID-19 that hit us, but because we continued working hard to share the message of moderation and responsibility, because we continued building partnerships to communicate our messages to new audiences, but also and most importantly because we were able to continue counting on the important involvement and commitment of existing and new members and supporters who joined the movement during the past year. Indeed, even though the wine sector was largely affected by the COVID-19 crisis, it continued to show its commitment to develop new business practices, focused on social responsibility and with the aim to promote a moderate consumption of wine.

Developing this implementation report is a great opportunity for us to acknowledge the numerous individuals and organisations that are committed to Wine in Moderation and who have devoted time and effort to encourage the sustainability of our societies and the promotion of healthy and modern lifestyles.

As we close 2021, we feel grateful for what has been achieved in the frame of the programme, but also for the important groundwork and dedication that has been invested in developing new tools to share a sustainable culture of wine with professionals and consumers around the world.

We look forward to continuing working together to make a difference in the way people appreciate wine... in moderation.

\* **Nadia Frittella**  
Secretary General, WIM Association

*Frittella*





 **WINEinMODERATION**

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