

Wine Communication Standards

SELF-REGULATION ON
COMMERCIAL COMMUNICATION
OF WINES



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I. PREAMBLE

Advertising and commercial communications are important tools for producers and companies to establish the reputation of their products, secure customer loyalty and provide the public with product information and ultimately secure market share.

The way wines are traditionally presented, communicated and served to consumers induces moderation. These Standards formalize this practice and showcase the sector's ability to self-regulate. They complement, but do not replace, the applicable legislation as well as self-regulatory codes of practice in force where the communication is conducted.

The wine sector is committed through the "Wine in Moderation Programme"¹ to social responsibility towards consumers and society. These Standards have as objective to strengthen and intensify responsible wine advertising and to shape commercial communications for wine products in a way that guides the consumers towards moderate and responsible consumption patterns and away from harmful consumption.

II. PURPOSE

The wine sector has established the "Wine Communication Standards" aiming at promoting best self-regulatory practice across the Wine sector on:

- Reinforcing the traditions of wine presentation, communication and availability to consumers in terms of promoting moderation and responsibility in its consumption, and;
- Ensuring that commercial communication on wine products does not encourage or condone excessive consumption or misuse of any kind.

These standards are established as a set of basic principles and criteria to comply with the law and with good faith and good business practices. They do not seek to replace relevant national laws or codes of conduct but do provide best practice guidelines for application by national self-regulatory bodies responsible for sector and company codes.

Wine sector representative associations and/or individual companies are recommended to cooperate with the respective national self-regulatory bodies or other appropriate independent organisations for the adaptation, effective implementation and compliance monitoring at national level of these Standards. (please see annex)

III. DEFINITIONS & SCOPE OF APPLICATION

Definitions

For the purpose of these Standards:

- "Commercial Communication": unless otherwise indicated by the legislation in force, is any advertising or marketing communication instrument by a business enterprise, regardless of the medium used, with the primary objective of promoting sales of goods or services to consumers, including sponsorship, internet, consumer and trade promotion, merchandising and point of sale material, excluding editorial content;
- "Wines": all wine products (e.g. still wines, sparkling wines, liqueur wines, aromatised wines, etc.) as defined under the legislation in force of the country, where these standards are applied.

¹ For more information about Wine in Moderation Programme please visit: www.wineinmoderation.com



- Minors are the individuals that are not of legal age of purchasing and/or consuming alcoholic beverages based on the legislation in force
- These standards apply to online and offline content.
- “Wine in Moderation Programme” is an International Programme of the wine sector to inspire healthy lifestyles and well-being, and to contribute to the reduction of alcohol related harm.

Scope of application

All economic entities that are involved in the wine sector are invited to take these standards into consideration and follow them in the Commercial Communication of their Wines.

IV. WINE IN MODERATION MESSAGE & LOGO (Moderate and Responsible Drinking Message - RDM)

Commercial Communication on Wines shall promote responsible consumption of wine. **To this end, commercial communication on Wines shall include a message about moderate and responsible consumption.**

Considering the wine sector’s commitment to social responsibility through the “Wine in Moderation Programme” and in compliance with the legislation and self-regulation in force, Commercial Communication on Wines that follows the principles of the Wine Communication Standards shall include:

- The Wine in Moderation Programme TM/logo;
- The “Wine in Moderation message”: “CHOOSE | SHARE | CARE”;



or any appropriate variation of the Wine in Moderation TM/logo and message as this is described in the latest Wine in Moderation Trademark Stylebook².

The Wine in Moderation logo & message shall be displayed to the public in a clearly visible and legible format.

Commercial Communication on Wines may replace the “Wine in Moderation message” indicated above by other moderate and responsible drinking messages. **Any moderate and responsible drinking messages must be in conformity with the principle set out in these Standards and encourage moderate and responsible drinking patterns.**

V. PRINCIPLES

For the scope of this document, the following principles must be followed in all commercial communication. These principles act in tandem with the legislation in force and with the requirements of good business

² The Wine in Moderation logo are Registered Trademarks, the use of the logo is allowed to all economic entities that join the Wine in Moderation programme and are authorized the use of the WIM TM based on a Regulation of Use. For joining the programme, registering and being the authorized the Use of the logo as well as downloading the Wine in Moderation TM/logo and its variations please visit the www.wineinmoderation.com website.



practices and provide guidelines for the application of best practices by national self-regulatory mechanisms and company codes.

1. LEGALITY

Commercial Communication for Wines shall comply with Regulations and self-regulatory codes of conduct in force whatever their content, their dissemination medium or the form that they take.

2. TRUTHFULNESS

Commercial Communication for Wines shall be decent, honest, and truthful.

3. FAIRNESS

Commercial Communication for Wines shall be prepared with a due sense of social responsibility and shall meet the requirements of fairness, sustainability, good faith and good business practices, whatever their content, the dissemination medium or the form that they take.

They must NOT be unethical, discriminatory, offend against generally prevailing standards of taste and decency or otherwise be an affront to human dignity and integrity.

4. MISUSE

Commercial Communication for Wines should NOT:

- a. encourage or condone excessive or irresponsible consumption, nor trivialise such consumption, nor present abstinence or moderate consumption in any negative way.
- b. present situations of abusive consumption. They should not display individuals who appear to have drunk excessively or in any way imply that excessive consumption is acceptable.
- c. suggest any association with violent, aggressive, illegal, dangerous or antisocial behaviour.

5. ALCOHOL CONTENT

Commercial Communication for Wines may indicate the alcohol strength, but this indication should be provided only for information purposes.

Commercial Communication for Wines should NOT:

- a. create any confusion as to the nature & alcohol strength of Wines;
- b. present high alcohol content as a positive quality of a wine or as a reason to purchase it.
- c. give the impression that a wine's low alcohol content prevents abusive consumption.

6. MINORS

Commercial Communication for Wines should NOT:

- a. be aimed at minors nor show minors, or individuals appearing³ to be minor, neither promote drinking of wines by minors nor show minors in the act of drinking or promoting the drinking of wines;

³ The criteria of compliance regarding the individuals appearing to be minor is set in national level, respecting existing national legislation and structures and compliance monitoring mechanism. A recommended good practice is that commercial communication for wines should use models and/or actors who are at least 25 years of age. Professionals of the wine sector or retail sector are not considered as models and/or actors if used in commercial communication.



- b. be conveyed by media (e.g. programmes, sessions, sections, pages) specifically intended for minors in terms of editorial content and/or audiences⁴;
- c. use any element (e.g. objects, people, images, styles, symbols, logos, colours, music and characters, either real or fictitious) of primary appeal to minors;
- d. suggest that non-consumption is synonymous with immaturity;
- e. suggest that consumption contributes to bring someone into adulthood.

7. SAFETY

Commercial Communication for Wines should NOT associate the consumption of wines with driving vehicles or operating potentially dangerous machinery or with other potentially hazardous recreational or work-related activities which involve responsibility for third persons.

8. WORKPLACE

Commercial Communication for Wines should NOT associate the consumption of wines with permanent workplaces or people consuming wine when working, with the exception of workplaces and/or people directly linked with a Wine profession.

9. HEALTH ASPECTS

Commercial Communication for Wines should NOT claim that Wines may have therapeutic properties and that their consumption may help preventing, treating or cure any human disease, or have any medicinal effect.

10. PREGNANCY

Commercial Communication for Wines should NOT show pregnant women drinking or be specifically aimed at women who are pregnant.

11. PSYCHO – SOCIAL ASPECTS

Commercial communication for Wines should NOT make any claim:

- a. relating to the disinhibiting effect of wine consumption
- b. relating to the elimination or relief of anxiety or to overcome shyness with wine consumption.
- c. that wine consumption relates to the elimination or resolution of psycho-social conflicts

12. PERFORMANCE

Commercial Communication for Wines should NOT create the impression that consumption of wines enhances mental ability or physical performance or skills.

13. SOCIAL SUCCESS

Commercial Communication for Wines could portray conviviality but should NOT

- a. suggest that the consumption of Wines is a requirement for social acceptance or success;
- b. suggest that non-consumption is synonymous with failure in social or working life or in business.

⁴ The criteria of compliance regarding the audience is set in national level, respecting existing national legislation and structures and compliance monitoring mechanism. Some practise the 70/30 rule regarding the audience synthesis. A good practice for restriction of access to minors in digital commercial communication is the use of appropriate age gating mechanisms or use of consumer data excluding minor.



14. SEXUAL ASPECTS

Commercial Communication for Wines should NOT

- a. show images of women or men of a discriminatory or degrading nature or stereotypical female or male images that may encourage violence;
- b. suggest that the consumption of Wines enhances sexual capabilities, attractiveness, or leads to sexual relations.



VI. ANNEX - IMPLEMENTATION, COMPLIANCE AND MONITORING

Commercial Communication is closely interwoven with the culture and traditions of the respective society in which it appears, and self-regulation reflects the society it is in. Monitoring of compliance with these Standards should be dealt by Self Regulations Organisations (SROs)⁵ or other appropriate independent organisations at national level. The National SROs are best placed to deal with complaints, as only they will be able to assess and fully understand the statutory and self-regulation frameworks, context and local sensitivities. Therefore, wine sector representative associations and/or individual companies should consider good practices mentioned in these standards and should cooperate with the respective National SRO's or other appropriate independent organisations for the adaptation, effective implementation and compliance monitoring at national level of these Standards. For a consistent approach, recommended best practice elements to promote effective implementation and compliance monitoring of these Standards by national self-regulatory (SR) mechanisms are as follows:

A. Proactive Self-Regulation (SR): Pre-Vetting & Monitoring

Copy advice and pre-clearance are two pre-vetting tools offered by SROs to prevent the appearance of advertising that does not comply with the codes. Another method used by SROs — called “monitoring”— allows an overview of the advertisements of a specific sector of product, which enables SROs to report problematic ads without being dependent on complaints received.

- i. **Copy advice:** Copy advice is the provision by an SRO of an opinion as to whether or not an advertisement complies with national advertising rules. It is provided on a confidential basis, usually accompanied by advice on the amendments necessary to bring a non-compliant advertisement in line with the rules. Copy advice is provided upon request to advertisers, agencies or the media.
- ii. **Pre-clearance:** In some markets, either due to the statutory situation under the broadcasting act or the decision of the alcohol industry, alcohol advertising is required to be “pre-cleared.” Each advertising execution is, therefore, submitted to a body dedicated to this purpose and cannot be run in the media if an authorisation has not been received. The pre-vetting is compulsory, and the advice given mandatory.

B. Complaint handling

Implementation of straightforward and accessible complaints submission procedures, and clearly defined time limits for all stages of the complaints handling process by the SROs Publication of decisions: The results of adjudications should be available to all stakeholders: the advertising industry, media, citizens and the authorities. Training of advertising staff and for the design of internal compliance processes.

C. Sanctions

Sanctions for non-compliance with codes, for repeat offences and for consistently ignoring codes or adjudications, should be clear, effective and determined by the respective national actors related to the implementation and compliance monitoring of these standards.

D. Independence

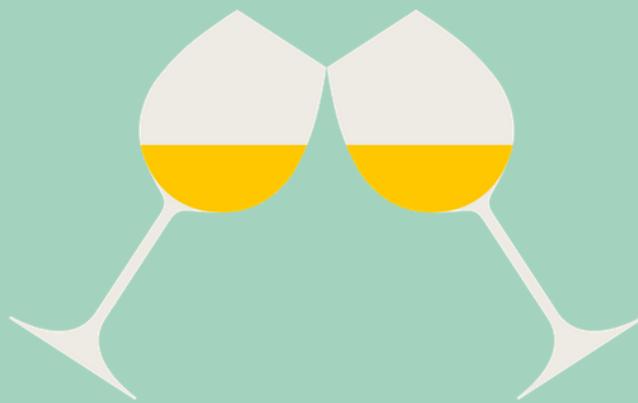
Adjudication bodies should be composed of a substantial proportion of independent persons.

⁵ For more information about Self Regulations Organisations (SROs) and Self-Regulation systems please visit the European Advertising Standards Alliance (EASA) website: <http://www.easa-alliance.org/>



Any Questions?

www.wineinmoderation.com



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