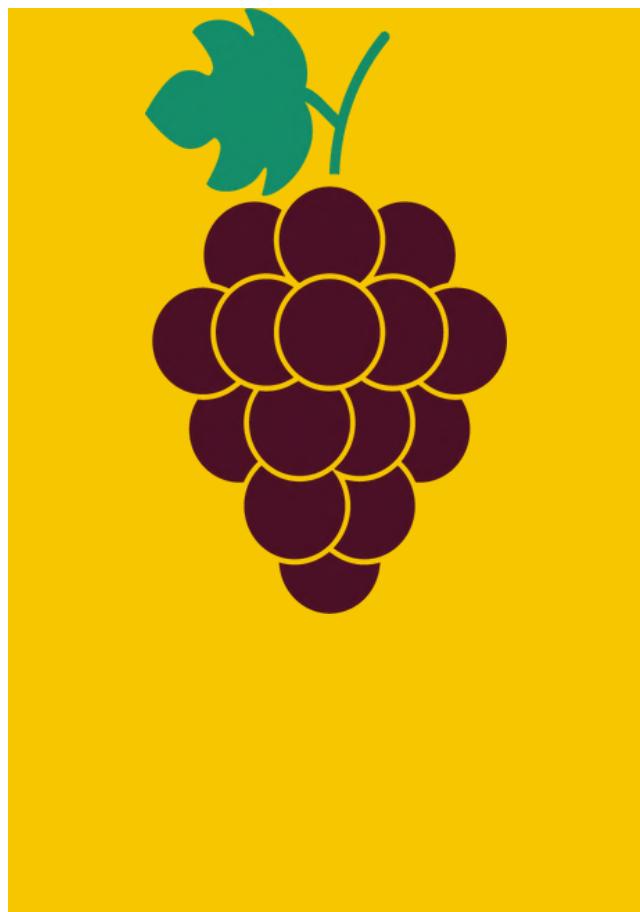




CHOOSE | SHARE | CARE



# Wine in Moderation Implementation Report 2025





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# MESSAGE FROM OUR PRESIDENT

2025 has been a year of momentum and collective progress for the Wine in Moderation Association. Across countries and across the wine value chain, our community continued to grow stronger, translating shared values into concrete action and reinforcing moderation as a cornerstone of a sustainable and enjoyable wine culture.

---

This year saw important steps forward in expanding our global reach, welcoming new members and partners, and strengthening dialogue with institutions and professionals. From high-level representation and engagement at major wine events to the launch of Wine in Moderation in new countries, 2025 confirmed the programme's relevance and resilience in an evolving international context.

Education remained central to our mission. The launch of the Digital Responsible Service Training, alongside the Train-the-Trainer programme and numerous national initiatives, further equipped professionals with practical tools to promote responsible service and informed consumption worldwide.



*The launch of the Digital Responsible Service Training, will equip professionals with practical tools to promote responsible service and informed consumption worldwide.*

2025 was also a year of powerful communication. Through national campaigns, company actions, and creative initiatives, the Wine in Moderation message reached professionals and consumers worldwide, proving that moderation can be promoted not through restriction, but through appreciation, culture, and conviviality. Something which was perfectly embodied during the third edition of Wine in Moderation Day, when our community came together across continents under the message: “The greatest wine? The one that you’ll remember.”

As we celebrated these achievements, we also looked to the future. The launch of the 2025–2030 Strategy marks the beginning of a new chapter, shaped by the collective insight and ambition of our members. This strategy will guide us in strengthening our impact, supporting our community, and responding proactively to the evolving realities of the wine sector.

None of this would be possible without the dedication of our National Coordinators, Ambassador Companies, Partners, Supporters, and all those who bring Wine in Moderation to life every day. Your commitment transforms principles into action and makes our common vision a reality.

I warmly invite you to explore this report and discover how, together, we continue to build a wine culture that is enjoyable, responsible, and sustainable—for today and for generations to come.

**Sandro Sartor**

President of the WiM Association

A handwritten signature in black ink, appearing to read "Sandro Sartor".



# ABOUT US

Wine in Moderation is the programme created by the wine sector that aims to inspire an active respect for wine as a product of culture among people who choose to drink. The programme builds on scientific evidence, education, and self-regulation to organise and empower wine professionals with the information and tools to responsibly present wine, raising awareness and knowledge about responsible drinking patterns and moderate wine consumption and inspiring consumers to enjoy wine and its culture in a balanced, positive and convivial way. Centrally coordinated, Wine in Moderation is implemented nationally respecting local cultural diversity.

## WINE IN MODERATION IS:

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 movement launched in 2008 by the European wine sector to demonstrate social responsibility which is now international and managed by the WiM Association.

# OUR VISION



## A sustainable culture of wine.

# OUR MISSION

1

To be the social responsibility movement of the wine sector.

2

Providing wine professionals with the tools to responsibly present wine, and inspiring consumers to fully enjoy wine and its culture in a balanced, positive, and convivial way.

3

All our information is scientifically based. Science has had an important role in Wine in Moderation since the very beginning.

# OUR VALUES



## MODERATION & RESPONSIBILITY

We embrace moderation and responsibility in all our actions.

## DIVERSITY

We respect and celebrate diversity. We tailor our actions to respect and address cultural identities and needs.



## CREDIBILITY

We are led by scientific evidence and we are accountable for our actions, seeking continuous improvement.

## PARTNERSHIP

We are friendly and open. We build partnerships with all relevant stakeholders to reach common goals.



## DEDICATION



We are passionate and committed to make a difference.

# OUR PRINCIPLES

01

A minority of people misuse alcoholic beverages. This misuse can be damaging, not only to the consumers themselves, but also to the people around them. On the other hand, a responsible and moderate consumption of wine can be compatible with a balanced and healthy lifestyle.

02

Wine is part of many lifestyles and cultures across the world and drinking patterns depend on local tradition, education, gender, age group and socio-economic factors. Therefore, when encouraging moderation, the needs of each population need to be taken into consideration and in any case all efforts should be based on sound research, social and cultural aspects.

03

The wine value chain brings an invaluable social, cultural, agricultural, environmental, and economic contribution to regions and countries. The representatives of the wine sector – in every region and at every step of the value chain – have an important role to play when it comes to communicating about the value of moderation.

04

Nonetheless, Wine in Moderation does not intend to promote or increase the consumption of wine, nor does it intend to encourage those who do not drink to start drinking. Wine consumption should be avoided by certain groups such as underage individuals, during pregnancy and breastfeeding, when taking certain medications and when driving. In case of any question about how to evaluate individual health risk, it is advised to consult a medical practitioner.



# 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 umbrella 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.

# 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.

# HOW WE ARE STRUCTURED

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.

## 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

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

### NATIONAL COORDINATORS

In each country, one or more National Coordinators support the planning, implementation, and accountability of the Wine in Moderation programme. They serve as the driving force and main contact point in their countries or regions, helping spread the message of Wine in Moderation.

### AMBASSADOR COMPANIES

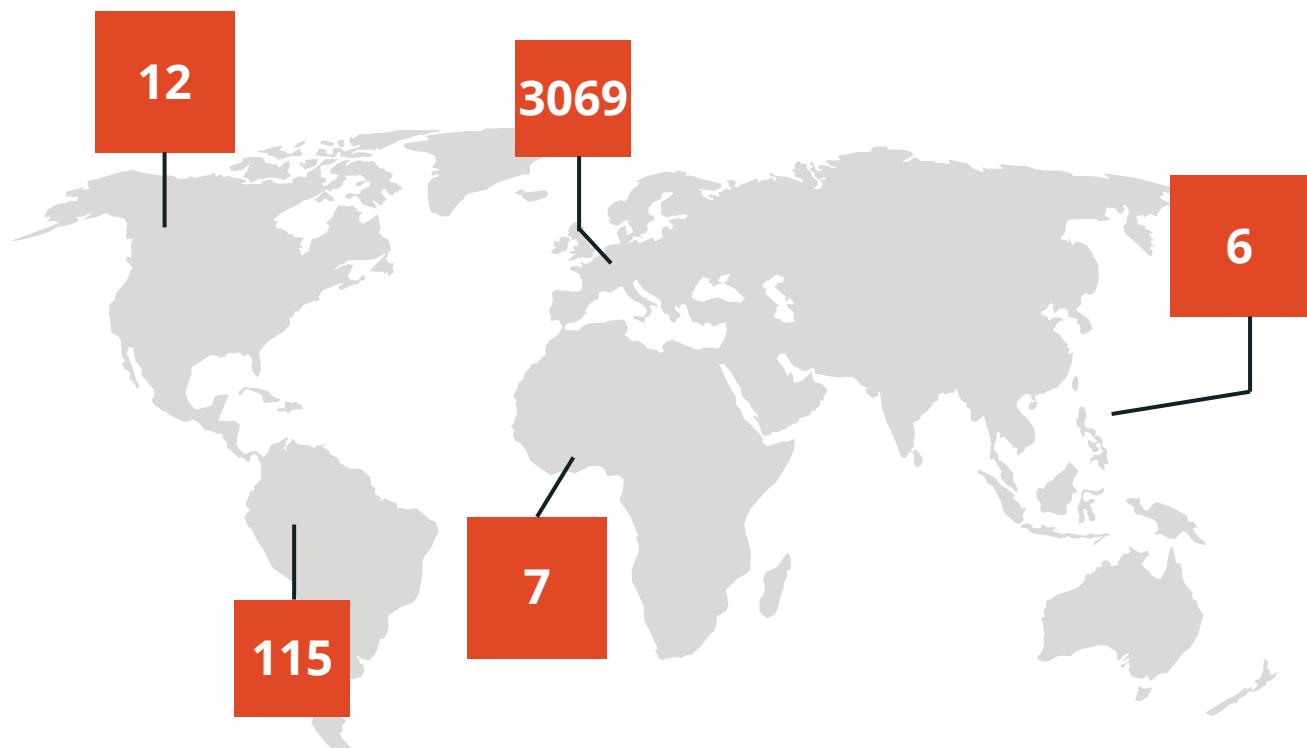
Ambassador Companies are leading wine companies that support the efforts made at intl. and nat. level setting the example with their leadership in social responsibility and important achievements. They work in close collaboration with the National Coordinators and the WiM Association and play a critical role in the Wine in Moderation programme.

### PARTNERS

Partners include any organisation or stakeholder in the wine value chain, at national or international level, that supports the development of the Wine in Moderation programme.

### 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 National Coordinator in their country.



\*Visit our Community map to see all our Supporters around the world.

## WINE IN MODERATION'S REACH

### 15 WiM National Coordinators

- Argentina:** Bodegas de Argentina
- Austria:** Austrian Wine Academy
- Chile:** Vinos de Chile
- Czechia:** National Wine Centre
- France:** Vin & Société
- Germany:** Deutsche Weinakademie
- Hungary:** The National Council of Wine Communities (HNT)
- Italy:** Prosecco DOC Consortium, FEDERVINI & UIV
- Netherlands:** KVNW
- Portugal:** ACIBEV & AEVP
- Spain:** Federación Española del Vino
- Ukraine:** UKRSADVINPROM

### 6 Ambassador Companies

- |               |               |
|---------------|---------------|
| CAVIRO        | Pernod Ricard |
| Mezzacorona   | Ruffino       |
| Moët Hennessy | Sogrape       |

### Partners

- Alliance Wine . ASI . CEVI . Consorzio Tutela Vini DOC Delle Venezie . Copa Cogeca . EDOAO . Enologica Vason . F.I.C.B. . FEVE . FFVA . FIJEV . FIVIN . FIVS. FUNDACIÓN DIETA MEDITERRÁNEA . Harv 81 Group . HOTREC . INAVI . Institute of Masters of Wine . JRE-Jeunes Restaurateurs . Messe Düsseldorf . Munkskänkarna . RECEVIN . Sommelier School of Lithuania . Terroir Moselle . VINEXPOSIUM . Wine Law Program - University of Reims . WSET

### Other countries reached

Angola, Australia, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Cyprus, Denmark, Ethiopia, Finland, Greece, Iceland, India, Israel, Japan, Lithuania, Luxemburg, Mexico, Paraguay, Peru, Philippines, Poland, Romania, Singapore, Slovenia, South Africa, Sweden, Switzerland, United Kingdom of Great Britain and Northern Ireland, United States of America, Uruguay

### Wine in Moderation is also:

Observer of the International Organisation of Vine and Wine, Associate of Alcohol in Moderation (AIM) and member of the Sustainable Wine Roundtable.

# GROWTH & EXPANSION IN 2025

In 2025, Wine in Moderation continued to strengthen its global presence and reinforce its role as the international programme of reference for promoting moderate and responsible wine consumption. This year was marked by dynamic growth, with new partners joining the movement from across the wine value chain and beyond. These additions reflect both the expanding relevance of Wine in Moderation and the growing recognition of responsibility as an essential pillar of the wine, hospitality, and gastronomy sectors.

## Harv 81 – The first partner of its kind to join the movement and strengthen a whole-value-chain approach

In 2025, Wine in Moderation proudly welcomed Harv 81 Group, marking the association's first collaboration with a global leader in closures, oak products and labels. Their adhesion highlights the growing importance of engaging all actors across the wine value chain to foster a sustainable culture of wine. By joining, Harv 81 Group reinforces its commitment to sustainability and social responsibility—integrating the Wine in Moderation message across its communications, events and even product packaging. This partnership, aligned with Harv 81's "Harvesting for the Future" strategy, reflects a shared dedication to promoting responsible and moderate wine consumption while building education, innovation and long-term value for future generations.



Experts in Closures, Oak and Labels

## Strengthening ties with gastronomy through JRE-Jeunes Restaurateurs



The partnership signed with JRE-Jeunes Restaurateurs marks a milestone in connecting responsible wine service with the world of high-end gastronomy. With its network of renowned young chefs and restaurateurs across Europe, JRE plays a key role in shaping culinary culture. By joining forces, Wine in Moderation and JRE aim to promote a responsible and enjoyable wine experience in fine-dining environments, reinforcing the message that moderation is part of a holistic, quality-driven approach to food and wine.

## Caviro becomes the 6th Ambassador Company



Wine in Moderation was also pleased to welcome Caviro as its sixth Ambassador Company. As one of Italy's major cooperative groups and a leading reference in sustainable wine production, Caviro brings strong commitment and visibility to the programme. Its engagement further strengthens Wine in Moderation's ambassador network, a group of companies demonstrating leadership in responsibility at both national and international levels.

## Enologica Vason S.p.A. joins the movement



Enologica Vason S.p.A. joined Wine in Moderation as a new partner committed to advancing responsible drinking culture. As a well-established manufacturer of oenological products, its adhesion reinforces the association's presence across the technical and scientific side of the wine sector. This partnership highlights the continued interest of sector suppliers in contributing to a responsible and sustainable wine sector.

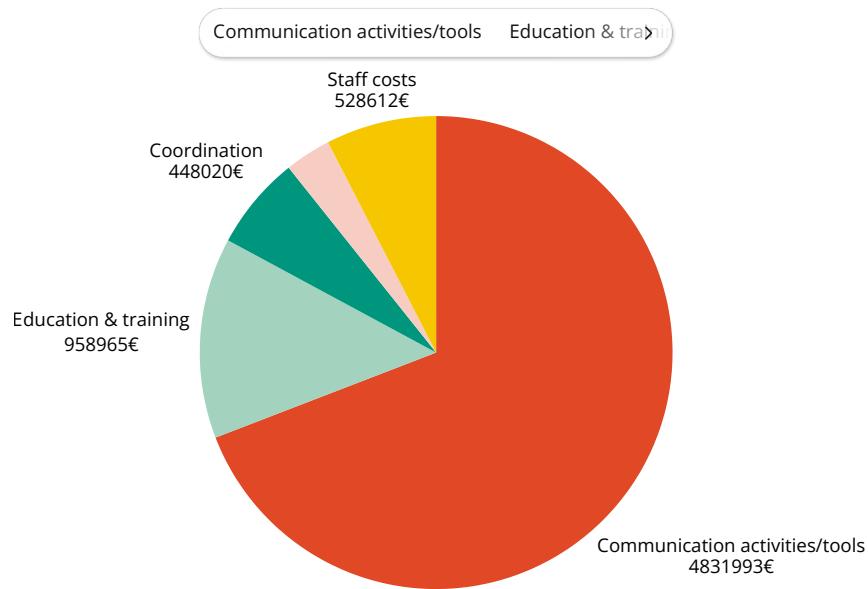
*Together, these new additions illustrate the association's ongoing expansion and its ability to bring together a wide range of stakeholders—producers, hospitality actors, innovators, and technical partners—under a shared commitment to responsibility. Wine in Moderation's growth in 2025 reflects the strength of the programme's message and the collective determination of its community to shape a sustainable culture of wine.*



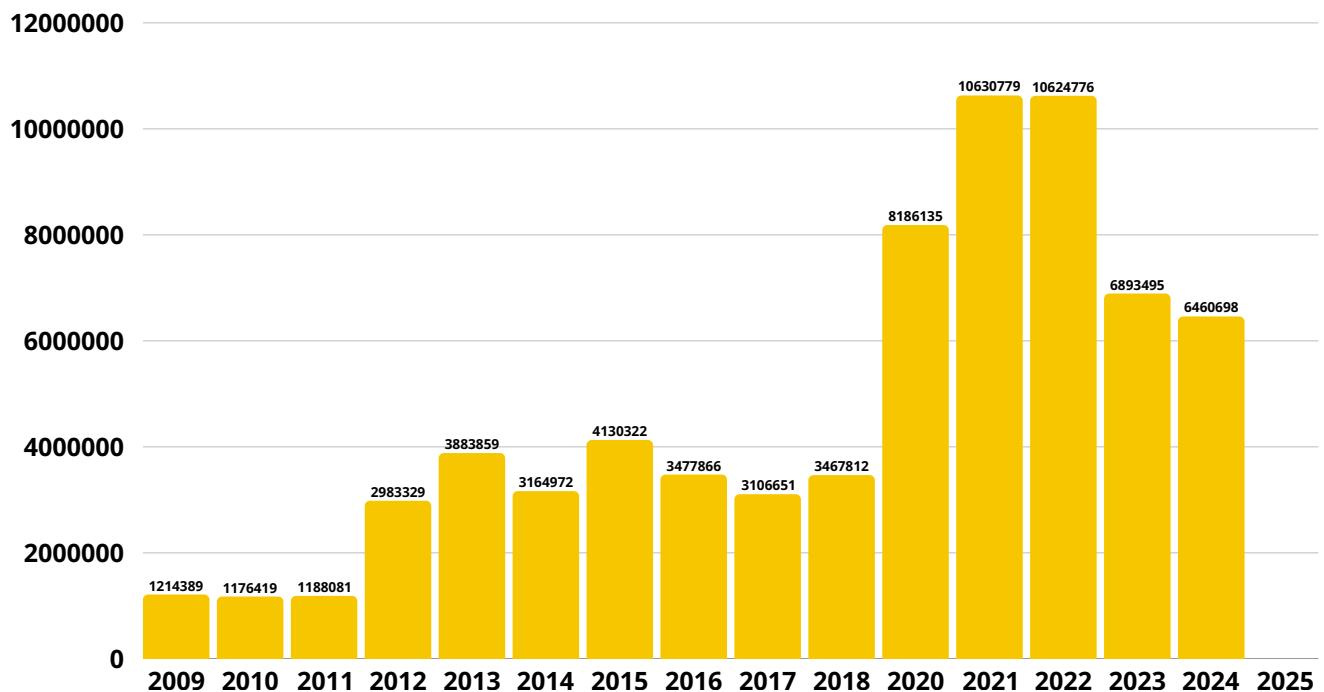
# KEY NUMBERS

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

## 2025 TOTAL RESULTS



## Total investment 2009 - 2025



# EMPOWERING PROFESSIONALS

The education of wine professionals has always been integral to promoting sustainable and responsible wine consumption — a cornerstone of Wine in Moderation since its early beginnings. In 2025, WiM achieved a major milestone by launching its new digital Responsible Service Training tool, making responsible service education more accessible globally.

## EDUCATION

This online version complements the existing face-to-face format and allows wine professionals worldwide — winemakers, sommeliers and oenologists, hospitality and wine-tourism staff — to access the full training: nine detailed modules covering key topics such as wine & health, legal framework, good service practices and responsible communication. Thanks to ongoing efforts, by the end of 2025 **22,620 professionals** had already been trained through Wine in Moderation's programmes, delivered via **9,187 training sessions** (these trainings include national training programmes as well as our responsible service training).

Moreover, 2025 saw the organisation of the third edition of our "Train-the-Trainer" session, further expanding the network of certified trainers able to deliver the programme locally — a crucial step for scaling up responsible service education across countries.

Through these combined efforts — in-person, nationally-adapted and new digital training — Wine in Moderation continues to broaden its impact, equipping more professionals across the wine value chain with the tools and knowledge needed to promote moderate, and responsible wine consumption.

Interested wine professionals are invited to contact Wine in Moderation or their National Coordinator (if one exists in their country) to learn about training, certification and upcoming Train-the-Trainer opportunities.

22,620



TRAINED  
PROFESSIONALS

9,187



TRAININGS

The newly released digital version of the Responsible Service Training allows wine professionals worldwide to access the full training.

# SCIENTIFIC DOCUMENTATION

Scientific information has been a cornerstone of the Wine in Moderation programme since its inception. All content on the Wine in Moderation website, educational materials, and communication tools continue to be based on the latest scientific evidence and reviewed by the Wine Information Council (WIC), a network of international scientists specialising in wine, nutrition, lifestyle and public health.

In 2025, the Wine Information Council online database — fully revamped in 2023 — continued to grow, compiling peer-reviewed studies on the health, social and cultural dimensions of wine consumption, with a strong emphasis on research presenting the highest level of scientific rigour. Throughout 2025, 238 new abstracts were added, enabling visitors to follow monthly scientific updates, while the WIC scientific coordinator continued to publish and curate news articles shared via the Wine in Moderation monthly newsletter.

Factsheets, expert interviews and thematic summaries also remain freely accessible.

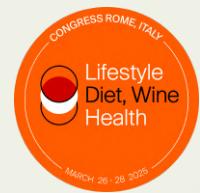
In parallel, the Wine Information Council was represented at the 46th OIV Congress by Ursula Fradera, who presented a co-authored paper on "Longevity and moderate wine consumption – can science provide practical advice?". The presentation addressed scientific evidence on moderate wine consumption, its relationship with health outcomes, and practical guidance for consumers, sparking lively discussion among attendees.

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

## Lifestyle, Diet, Wine and Health Congress 2025

A key highlight of 2025 was the second edition of the Lifestyle, Diet, Wine and Health Congress, which brought together leading international researchers to discuss new evidence on the role of moderate wine consumption within healthy lifestyle patterns. A scientific article summarising the congress' conclusions — including findings on moderate wine consumption, dietary context and public-health perspectives — was published following the event, reinforcing WIC's commitment to disseminating high-quality science.

To further expand the congress's reach, a series of video interviews with speakers and experts was released shortly after the event. These videos provide accessible insights into the latest scientific discussions and have become a valuable educational resource for professionals and the general public alike.



# WINE, CULTURE AND LIFESTYLE - SHARING A MESSAGE

At Wine in Moderation, our core mission remains to convey one clear and shared message that resonates with wine consumers across borders, generations, and cultures, wherever and whenever wine is enjoyed.

Our message — **“WINE IN MODERATION, CHOOSE | SHARE | CARE”** — continues to promote moderation and well-being while supporting the long-term sustainability of the wine sector.

Over time, our tools and services have further evolved and expanded, with action packages designed to support our members and supporters in addressing key topics such as responsible communication, wine tourism, and engagement with the Wine in Moderation programme. These resources also serve as practical guidance for newcomers wishing to join and actively contribute to the initiative.

Building on this momentum, 2025 marked the third edition of Wine in Moderation Day, confirming its role as a key annual moment to engage, educate, and empower consumers worldwide. Through coordinated actions and local initiatives, Wine in Moderation Day continues to celebrate wine culture while reinforcing the importance of responsible and moderate consumption.



It is inspiring to witness how, year after year, the Wine in Moderation Day continues to grow and bring together people across borders. This 3rd edition has shown that our message is not only relevant, but also deeply embraced by the global wine community...

Sandro Sartor,  
President



Throughout the year, the Wine in Moderation Secretariat actively contributed to international dialogue and sector engagement. This included participation in the first OIV Scope meeting, as well as a broad presence at events, press conferences, and internal and external meetings.



## SUSTAINABILITY



## TRADE



## CULTURE

Throughout 2025, Wine in Moderation maintained a strong and visible presence at four leading international trade fairs—Barcelona Wine Week, Wine Paris, ProWein, and Vinitaly—using these key platforms to share its message on wine, culture, and lifestyle. At each fair, dedicated Wine in Moderation booths welcomed wine professionals from across the value chain, providing information on the programme and encouraging stakeholders to join the movement and actively integrate moderation into their daily activities. Tailored sessions, talks, and interactive activities were also organised, fostering dialogue and demonstrating how responsible enjoyment of wine can be part of companies' sustainability strategies and business practices.

In parallel, Wine in Moderation further shared its message beyond the exhibition halls by participating in two podcasts and several media interviews during the year. These opportunities allowed the programme to reach broader professional audiences, explain its values and actions, and reinforce its position as the main programme dedicated to a sustainable culture of wine.

These activities strengthened collaboration with stakeholders, reinforced visibility of the Wine in Moderation message, and ensured continued alignment with scientific, institutional, and sector developments. Together, these actions reflect the continued growth, relevance, and collective impact of the Wine in Moderation programme. For a detailed overview of key achievements and activities, we invite you to explore the sections that follow in this report.

835



WINE IN MODERATION  
ACTIONS

1.185.631



PARTICIPANTS IN DIFFERENT WINE IN  
MODERATION COMMUNICATION ACTIVITIES

# OUR MEMBERS' ACTIVITIES



## Our effective members

Our effective members form a central pillar of the programme and play a vital role in its governance, implementation, and impact. They include CEEV, the creator and owner of the Wine in Moderation commitment, representing EU wine companies across the full range of wine and vine products; national wine associations, acting as WIM National Coordinators to support planning, coordination, implementation, and accountability at country level; and Ambassador Companies, leading wine businesses that actively support initiatives at international and national levels, setting an example through strong leadership in social responsibility.



CEEV

ceev  
Comité Européen  
des Entreprises Vins

The voice of EU wine companies since 1960.

CEEV represents the EU wine companies in the industry and trade of still wines, aromatised wine products, sparkling wine, liqueur wines and other vine products. Their key mission is to lead and coordinate the dialogue among the combined European and international wine sector, and to defend the common interests of EU wine companies. Their membership currently comprises 26 national associations, a consortium of 4 leading EU wine companies, and 6 associations with Observer status. Together, they cover 13 EU Member States, plus Switzerland, the United Kingdom and Ukraine.



In 2025

The CEEV continues to demonstrate a strong and consistent commitment to the Wine in Moderation programme, integrating its principles across all areas of activity. As the voice of Europe's wine companies, CEEV actively promotes responsible and moderate wine consumption as an essential component of a sustainable wine sector. Since the beginning, Wine in Moderation has been embedded in CEEV's advocacy work, communications, and stakeholder engagement, underpinning policy discussions at European level with clear, science-based messages on moderation and responsibility. Through its continuous involvement, CEEV continues to contribute to ensuring that responsible consumption remains central to the public and policy dialogue, reinforcing wine's place as a product of culture, enjoyment, and balance within European society.



## NATIONAL COORDINATORS

In each country, there are one or more WiM National Coordinators that support the planning, coordination, implementation, and accountability of the programme in their respective countries. Through their WiM actions and the WiM actions of the national WiM Supporters (their constituencies, wineries, associations, institutes, retailers and other national stakeholders), they are the driving force and the contact point of the programme in their countries or regions, spreading the message of Wine in Moderation.

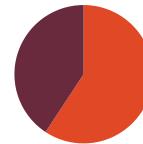
National Coordinator

# BODEGAS DE ARGENTINA



BODEGAS DE ARGENTINA AC

Bodegas de Argentina (BAAC) is a business chamber which gathers the main Argentinian wineries. Created in 2001 BAAC represents the interests of its members before different organisations or institutions at national and international level. The main objective is to mediate in wine affairs, communicate and promote Argentinian wines in the wine sector.



**Coordination costs:** 24.740 €  
**Communication tools:** 17.000 €  
**Total investment:** 41.740 €



**Nº of trainings:** 2  
**Nº of trained professionals:** 150



**Nº of actions:** 39  
**Nº of participants:** 45.000

Bodegas de Argentina was the first wine association outside the EU to officially join Wine in Moderation, introducing the programme to South America in 2013. Since then, Wine in Moderation has been fully integrated into Bodegas de Argentina's strategy and embedded across all its activities, ensuring consistent and long-term promotion of responsible and moderate wine consumption.



## INSTITUTIONAL EVENTS & LEADERSHIP

Wine in Moderation is systematically promoted through BAAC's major institutional events. These include the Harvest Celebration, one of the most important business and political events, bringing together sector leaders and public authorities. Moderation messages are also highlighted during the annual Press Reception held on Journalists' Day, as well as during the Annual Members' Meeting, where interactive formats encourage responsible tasting practices, including pairing wine with increased water consumption.

## WINE TOURISM

Through its wine tourism programme, BAAC integrates moderation into experiences aimed at the general public. Initiatives such as Open Wineries invite local communities to discover wineries during off-peak periods, while Wine & Cinema events combine cultural activities with responsible wine enjoyment in outdoor settings. BAAC also sponsors private events hosted by hotels, restaurants, and tourism operators, ensuring that messages of moderation and responsibility are conveyed wherever wine is consumed. Participation in national and international tourism fairs further reinforces responsible consumption as an integral part of Argentina's wine tourism offer.



Desde WIM,  
una acción más para cuidarte.

Fomentamos siempre el  
Consumo Moderado y  
que puedas tener un  
regreso seguro.



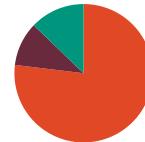
## FORUMS, SUSTAINABILITY & PARTNERSHIPS

Moderation is also embedded within professional and thematic forums where experts address wine tourism development alongside responsible drinking. In parallel, sustainability initiatives are implemented under SustentArg, BAAC's sustainability seal, which incorporates moderation principles within its certification framework. These efforts are supported by collaboration agreements with public authorities and private institutions at national, provincial, and local levels.

National Coordinator

# AUSTRIAN WINE ACADEMY

The Austrian Wine Academy was established in 1991 as a new training centre for private wine lovers and professionals alike. The Academy believes that the more a country develops wine knowledge and wine culture, the more likely it is that this particular nation will respect and consume high quality wines. The Academy represents the whole Austrian wine sector in the Wine in Moderation programme and is the National Wine in Moderation programme coordinator in Austria.



**Coordination costs:** 30.000 €  
**Communication tools:** 4.000 €  
**Education tools:** 5.000 €  
**Total investment:** 39.000 €



**Nº of trainings:** 72  
**Nº of trained professionals:** 1,451



**Nº of actions:** 1  
**Nº of participants:** 73

In 2025, the Austrian Wine Academy continued to play a central role in the implementation of Wine in Moderation in Austria. Through its long-standing expertise in wine education, the Academy remains a key driver in empowering future professionals and educators with the knowledge and skills needed to promote moderate and responsible wine consumption.



## EDUCATION

The Austrian Wine Academy places strong emphasis on empowering teachers and trainers as key multipliers of the Wine in Moderation message. Educators are supported with up-to-date tools, and information to help them effectively integrate WiM principles into their teaching. In 2025, specialised training sessions and congresses for teachers once again positioned Wine in Moderation at the centre of discussions, linking moderation with topics such as food and wine pairing and professional service. To ensure quality and impact, the Academy systematically evaluates its Wine in Moderation seminars through structured feedback from both students and teachers, supporting continuous improvement and helping to assess knowledge acquisition, relevance, and long-term effectiveness.

## COLLABORATION

The implementation of Wine in Moderation in Austria is further strengthened through collaboration with the Austrian Wine Marketing Board, which supports the programme by incorporating the Wine in Moderation logo and messages into its communication activities. This coordinated approach reinforces visibility and coherence across the sector.

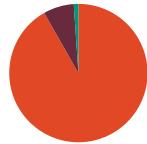


Through comprehensive education, teacher engagement, and ongoing evaluation, the Austrian Wine Academy continues to make a lasting contribution to the Wine in Moderation mission. Its actions in 2025 further support the development of a professional, responsible, and culturally rooted approach to wine enjoyment in Austria.

National Coordinator

# VINOS DE CHILE

The Vinos de Chile AG is a trade organisation founded in April 2007 to unite the Chilean wine industry by joining the two previously existing organisations, Viñas de Chile and ChileVid.



**Coordination costs:** 12.832 €

**Communication tools:** 1.000 €

**Education tools:** 150 €

**Total investment:** 41.740 €



**Nº of actions:** 2

**Nº of participants:** 30

Vinos de Chile joined Wine in Moderation in 2014, sharing from the outset the programme's core values of responsibility, moderation, and respect for consumers. Already recognised internationally for its strong commitment to sustainability, Vinos de Chile has developed and implemented a Sustainability Code for the Chilean Wine Sector. By joining Wine in Moderation, the organisation further strengthened this approach by formally integrating a social dimension focused on consumer responsibility.



## WINE IN MODERATION DAY

As part of Wine in Moderation Day 2025, Vinos de Chile helped amplify the programme's messages within its network and communication channels. Notably, Culinary, an important Chilean institution in culinary and hospitality education hosted an engaging session titled "A Scientific Look at Moderate Wine Consumption." Led by an oenologist and a biochemist, the session engaged first- and second-year culinary students as well as their teachers, fostering lively discussion and increasing awareness of moderation in professional wine service.

## EDUCATION & RESPONSIBLE SERVICE TRAINING

In 2025, Vinos de Chile also worked on the adaptation of the Wine in Moderation Responsible Service training to the national context. This initiative equips wine and hospitality professionals with practical tools and best practices to encourage moderate consumption, prevent risky drinking situations, and promote informed and responsible service. As part of this effort, Chilean representatives also participated in the Wine in Moderation train-the-trainer session, strengthening national capacity to deliver the programme and ensuring its effective and consistent implementation in Chile.



Through the integration of Wine in Moderation into its sustainability framework, professional training initiatives, and actions aiming at raising awareness, Vinos de Chile continues to promote a holistic approach to sustainability—one that balances environmental, economic, and social responsibility while placing the consumer at the centre of its efforts.

National Coordinator

# NATIONAL WINE CENTRE

NATIONAL *Czech*  
WINE *Republic*  
CENTER

The National Wine Centre of the Czech Republic is a non-profit organisation dedicated to the promotion and support of Czech and Moravian wines and viticulture. Its activities include organising the Wine Salon of the Czech Republic, publishing specialised literature, and delivering training programmes and seminars. Working in close cooperation with national wine organisations, the Centre plays a key role in showcasing the quality, diversity, and cultural value of Czech winemaking both nationally and internationally.

The National Wine Centre of the Czech Republic has been an active member of Wine in Moderation since 2022. In 2025, the Centre further maintained its engagement by integrating Wine in Moderation principles across education, communication, and event-based activities.



## COMMUNICATION

Wine in Moderation messaging was actively promoted through the Centre's social media channels, including participation in the Wine in Moderation Day online campaign. In addition, responsible consumption messages were permanently integrated into the Wine Salon of the Czech Republic, ensuring year-round visibility and continuous consumer awareness.

## EDUCATION

In 2025, the National Wine Centre worked on adapting the Responsible Service training, ensuring alignment with national needs and professional standards. Participation in the annual Wine in Moderation Train-the-Trainer session further strengthened internal expertise and will support the inclusion of responsible drinking into their educational initiatives.



## EVENTS & WINE FESTIVALS

The Centre systematically incorporated Wine in Moderation principles and messaging into national and local wine festivals and events, ensuring that responsibility accompanied celebration.

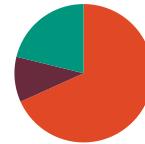
Through these coordinated actions, the National Wine Centre continues to demonstrate a structured and proactive approach to Wine in Moderation, contributing to the programme's mission to foster a culture of moderation and responsibility.

National Coordinator

# VIN & SOCIÉTÉ



Vin & Société (V&S) is the National Coordinator in France and founding member of the WiM Association. Created in 2007, Vin & Société represents and unites the French wine sector with the objective to transmit knowledge about wine and its culture and to promote responsible drinking.



**Coordination costs:** 64.500 €  
**Communication tools:** 10.000 €  
**Education tools:** 20.000 €  
**Total investment:** 94.500 €



**Nº of trainings:** 940  
**Nº of trained professionals:** 1.800

As one of the founding members of the Wine in Moderation programme, Vin & Société has played a longstanding and central role in promoting a culture of responsible wine consumption in France. In 2025, the organisation continued to focus its efforts on a key priority of the Wine in Moderation mission: educating future wine professionals, recognising their essential role as ambassadors of moderation and responsibility.

## EDUCATION & PROFESSIONAL TRAINING

Because wine professionals are often the first point of contact with consumers, Vin & Société has developed dedicated educational tools to support their training. A flagship initiative is a specific training module designed for future wine professionals, in line with the Wine in Moderation principles.

This three-hour interactive module combines quizzes, immersive experiences, and educational games to engage students while addressing core topics such as responsible consumption, binge drinking, alcohol units, and low-risk drinking guidelines. The programme aims to build both knowledge and awareness, equipping future professionals with the skills needed to communicate responsibly about wine.

Since its launch in April 2022, nearly 900 students have already been trained through this module, demonstrating its strong uptake and relevance within professional education pathways.



## EDUCATION & SELF-REGULATION

Vin & Société also continued to strengthen self-regulation in the French wine sector, particularly in the areas of communication and marketing. To support professionals in navigating the complex Évin Law framework governing alcohol advertising, Vin & Société offered practical educational tools focused on responsible communication. Since 2020, the online training module "Évin Law: A Practical Guide" has enabled nearly 6,000 professionals to understand the key legal requirements in just 45 minutes. This is complemented by regular thematic webinars on topics such as social media, influencers, and wine tourism, reaching around 400 professionals each year and reinforcing responsible communication as a pillar of a sustainable wine culture.



By placing education at the heart of its actions, Vin & Société contributes directly to the dissemination of the moderation message. Providing structured, engaging, and evidence-based training, the organisation helps ensure that future wine professionals are well prepared to promote moderation, responsibility, and informed consumption across the wine sector in France.

National Coordinator

# GERMAN WINE ACADEMY



The Deutsche Weinakademie (DWA) is a founding member of the WiM Association and the National Contact Point in Germany. The DWA represents the entire German wine sector and is in charge of implementing the Wine in Moderation programme on behalf of associations and institutions of the German wine sector.

In 2025, the Deutsche Weinakademie reinforced its leadership in promoting Wine in Moderation across Germany, carrying out a diverse set of initiatives in education, communication, and professional engagement.

## EVENTS

DWA actively represented Wine in Moderation at major sector events, including participation in the 65th International DWV Congress, where WiM principles were highlighted within broader discussions on the future of the wine sector. In addition, DWA hosted a dedicated Wine in Moderation Day supporter meeting and conference, providing a platform for dialogue, exchange of best practices, and collective commitment to moderation. Wine in Moderation messaging was also visible at ProWein, reinforcing responsible consumption in an international trade fair context.



## EDUCATION & RESPONSIBLE SERVICE

In 2025, Deutsche Weinakademie focused on adapting, and launching the Responsible Service training in Germany, supporting hospitality professionals with practical tools to promote responsible wine service and prevent risky consumption. DWA also participated in the annual Wine in Moderation Train-the-Trainer session, to be equipped and prepared to further share the training.



## COMMUNICATION & CAMPAIGNS

To reach consumers directly, DWA supported and promoted the "Don't Drink and Drive" initiative in Germany, raising awareness among young drivers about the risks of alcohol and driving. Throughout the year, Wine in Moderation messages were continuously integrated into DWA's social media content, ensuring consistent and ongoing visibility of responsible consumption messages beyond dedicated events and campaigns.

By combining education, sector events, and targeted awareness actions, the Deutsche Weinakademie maintained a consistent and strategic approach to implementing Wine in Moderation.

National Coordinator

## PROSECCO DOC CONSORTIUM

The Prosecco DOC Consortium is dedicated to protecting, promoting, and enhancing the Prosecco DOC denomination. Its core objectives are to safeguard the interests of the denomination, ensure compliance through continuous and structured monitoring, and promote the authentic Prosecco DOC to both consumers and professionals in Italy and internationally. Through these efforts, the Consorzio works to give the Prosecco DOC the recognition and value it deserves worldwide.

The Prosecco DOC Consortium joined Wine in Moderation in 2024 and quickly became an active member, promoting responsible wine consumption across Italy. In 2025, the Consortium further strengthened its engagement by integrating Wine in Moderation into events, education, and professional training activities, contributing to the programme's mission to foster a sustainable culture of wine.

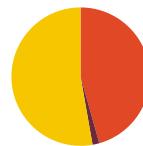


### COMMUNICATION & EVENTS

The Consortium actively contributed to the WiM Day press conference, co-organised as one of Italy's National Coordinators, which marked the launch of the digital Responsible Service training and underlined its commitment to education across the wine value chain. It also strongly supported Wine in Moderation's presence at Vinitaly, hosting a dedicated presentation at its stand where President Sandro Sartor highlighted how wine is best enjoyed within a balanced lifestyle, alongside food and water and always in moderation. In addition, Wine in Moderation materials were consistently featured at the Consortium's stands at Vinitaly, Wine Paris, and ProWein, helping raise awareness among professionals and consumers and reinforcing the Prosecco DOC sector's commitment to responsible wine enjoyment.

### EDUCATION & RESPONSIBLE SERVICE TRAINING

Together with Federvini and Unione Italiana Vini, its fellow National Coordinators in Italy, the Consortium contributed to the adaptation, launch and ongoing rollout of the Responsible Service training in Italy, equipping wine and hospitality professionals with practical tools and knowledge to promote moderation and prevent risky consumption.



**Coordination costs:** 11.300 €

**Communication tools:** 510 €

**Science:** 17.000 €

**Total investment:** 28.810 €



**Nº of actions:** 4

**Nº of participants:** 400



The Prosecco DOC Consortium has exemplified a committed and strategic approach to Wine in Moderation. Its 2025 initiatives highlight a clear dedication to promoting moderation, responsibility, and sustainability throughout the Italian wine sector and abroad.

National Coordinator

# FEDERVINI

Federvini was founded in 1917. Its members are entrepreneurs in different sectors of alcoholic beverages (excluding beer) and in the vinegar, syrup and grape juice industry. Federvini is a founding member of Federalimentare, the Federation between the national trade associations in the food sector, and as such is part of Confindustria, the Confederation of Italian Industry.



**Coordination costs:** 14.699 €  
**Total investment:** 14.699€



**Nº of trainings:** 7  
**Nº of trained professionals:** 7



**Nº of actions:** 2  
**Nº of participants:** 440

In 2025, Federvini kept its commitment to encouraging moderate and responsible drinking by implementing Wine in Moderation, promoting a culture of moderation and responsible wine consumption across education, events, and sector engagement.



## EDUCATION & UNIVERSITY ENGAGEMENT

A highlight of Federvini's 2025 activities was the "Comunicare il Consumo Responsabile" programme with Italian universities, aimed at training the next generation on responsible consumption and communication. During the academic year, the initiative expanded to 9 new university campuses, broadening its impact and engaging students in practical projects focused on moderation and responsible alcohol messaging.

In parallel, Federvini collaborated with its fellow National Coordinators in Italy, UIV and Consorzio Prosecco to adapt and launch the Responsible Service training nationally.

## COMMUNICATION & EVENTS

As part of Wine in Moderation Day, Federvini participated in the press conference launching the digital Responsible Service training in Italy, reinforcing its commitment to education and professional development in the hospitality sector.

Furthermore, it took part in high profile events, including Vinitaly, where Wine in Moderation messages were integrated into presentations and exhibition.

The federation also supported the Lifestyle, Diet, Wine and Health Congress.



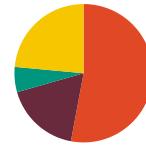
By engaging universities, sector events, and professional training programmes, Federvini has shown a coordinated and proactive commitment to advancing Wine in Moderation in Italy. Its 2025 initiatives strengthened a culture of responsibility, moderation, and sustainability throughout the Italian wine sector.

National Coordinator

# UNIONE ITALIANA VINI



Unione Italiana Vini was founded in Milan in 1895 as a union of the largest producers and wine merchants, it represents a turnover equal to 80% of Italian wines and ensures the development of the wine sector in Italy according to the rules of transparency and the free market, and promotes the culture of vines and wines in Italy and the world.



**Coordination costs:** 45.000 €  
**Communication tools:** 15.000 €  
**Education tools:** 5.000 €  
**Science:** 20.000 €  
**Total investment:** 85.000 €



**Nº of actions:** 35  
**Nº of participants:** 10.000

Unione Italiana Vini (UIV) has been a committed member of Wine in Moderation since the very beginning, encouraging responsible wine consumption and fostering a culture of moderation across Italy. In 2025, UIV kept its engagement strong through a combination of partnerships, professional training, and sector events, proving once again its important commitment to sharing a sustainable culture of wine.



## COMMUNICATION & EVENTS

UIV actively promoted Wine in Moderation at key sector events. At Vinitaly, the organisation supported the presence of WiM together with the other Italian members, showcasing responsible consumption messages to professionals, visitors, and potential supporters, and helping introduce new organisations to the initiative. UIV also supported the Lifestyle, Diet, Wine and Health Congress.

## PARTNERSHIPS & ENGAGEMENT

In 2025, UIV signed a two-year agreement with the Lions Club of Palermo to raise awareness about moderate drinking and encourage responsible choices among consumers. In addition, UIV has continuously worked to expand the network of WiM Supporters in the country, engaging local stakeholders to take action. Through these efforts, UIV demonstrated its commitment not only to consumer outreach but also to mobilising new partners at both local and national levels.



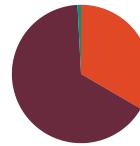
## EDUCATION & RESPONSIBLE SERVICE TRAINING

UIV contributed to the adaptation, presentation, and launch of the digital Responsible Service training in Italy, officially unveiled during the press conference which took place in the occasion of the WiM Day. These initiatives provide wine and hospitality professionals with practical tools to promote moderation, ensure responsible service, and encourage good practices in the service of wine.

Unione Italiana Vini has continuously demonstrated a proactive and structured approach to Wine in Moderation. Its 2025 activities reflect an ongoing dedication to fostering moderation, responsibility, and sustainability across the Italian wine sector.

# ACIBEV

ACIBEV - "Associação de Vinhos e Espirituosas de Portugal" is a national non-profit organisation, which was established in Portugal in January 1975, and which represents the wine, spirits, vinegars and wines derivatives sector and trade in Portugal.



**Coordination costs:** 50.326 €  
**Communication tools:** 99.188 €  
**Education tools:** 1.230 €  
**Total investment:** 150.744 €



**Nº of trainings:** 2  
**Nº of trained professionals:** 9



**Nº of actions:** 6  
**Nº of participants:** 6.500

In 2025, ACIBEV, continued reinforcing its commitment to Wine in Moderation by implementing a set of actions ranging from strategy development, education, training, and public awareness. Through close collaboration with Wine in Moderation and national stakeholders, ACIBEV continued to play a key role in promoting a sustainable wine culture in Portugal.



## COMMUNICATION

To engage consumers directly, ACIBEV launched the "Don't Cross the Line" campaign. The campaign effectively translated Wine in Moderation messages into accessible and impactful communication, reinforcing the importance of balance, self-awareness, and respect for personal limits.

## EVENTS & FAIRS

ACIBEV actively promoted the moderation message through its presence at major wine events across Portugal, including Essência do Vinho in Porto and Lisbon, Grandes Escolhas Vinhos e Sabores, Mercado do Vinho, and Lisbon Urban Wine Tourism. ACIBEV engaged visitors through actions such as free breathalyser tests, simulations demonstrating the effects of driving under different blood alcohol concentration levels, and the distribution of Wine in Moderation leaflets and promotional materials.



## WINE IN MODERATION ANNUAL MEETINGS

ACIBEV hosted the Wine in Moderation Annual Meeting in Lisbon, which also marked the organisation's 50th anniversary. The event brought together WiM members and partners to reflect on the achieved progress and jointly shape the future strategy of the programme.

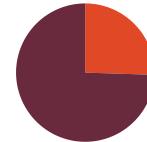
In 2025, ACIBEV also rolled out the Responsible Service training in Portugal in collaboration with AEVP equipping sector professionals with practical tools and knowledge to promote responsible wine service, prevent risky consumption, and enhance consumer awareness at point of service. Through these combined actions ACIBEV continues to demonstrate a structured and proactive implementation of the Wine in Moderation programme.

National Coordinator

AEVP



The Association of Port Wine Companies (AEVP) is a private non-profit organisation, which was established in Portugal in January 1975. AEVP comprises 31 Members who currently represent about 80% of the total sales of Port Wine and 45% of the total sales of Douro wines with PDO and PGI.

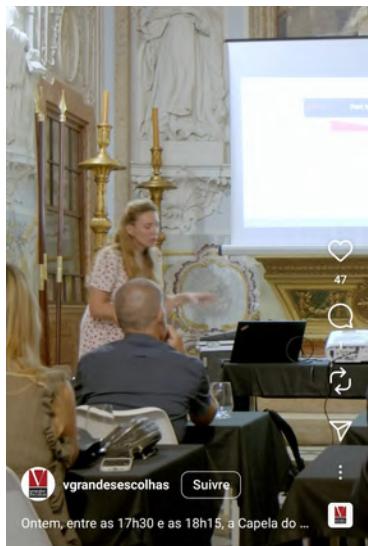


**Coordination costs:** 34.301 €  
**Communication tools:** 100.121 €  
**Total investment:** 134.422 €



**Nº of actions:** 5  
**Nº of participants:** 187

The Portuguese wine sector has supported Wine in Moderation since its inception, with AEVP playing a central and continuous role from the very beginning. Through its long-standing membership and active engagement, AEVP has contributed to establishing Wine in Moderation as a key reference for promoting responsible wine consumption and service in Portugal.



## EDUCATION & RESPONSIBLE SERVICE

In 2025, AEVP coordinated the deployment of the Responsible Service training in collaboration with ACIBEV in Portugal, reinforcing professional standards and encouraging responsible service practices within the hospitality sector.

In parallel, they organised a masterclass on Port wine service, during which Wine in Moderation principles were showcased as an integral part of quality service, education, and cultural appreciation of wine.

To further strengthen national capacity, AEVP also participated in the annual Wine in Moderation Train-the-Trainer session, supporting the consistent and high-quality delivery of educational initiatives nationwide.

## PARTNERSHIPS

AEVP remains actively involved in national and multi-stakeholder platforms addressing alcohol and health, working alongside public authorities and sector partners to deliver tangible and measurable commitments. Through this engagement, AEVP contributes to a responsible and evidence-based approach to alcohol policy, reinforcing the wine sector's role as a committed and credible partner.



By combining long-term commitment, education, and partnership, AEVP continues to play a key role in embedding Wine in Moderation principles within the Portuguese wine sector. Its actions support the programme's mission to foster a culture of moderation, responsibility, and informed enjoyment of wine, both nationally and beyond.

National Coordinator

# SPANISH WINE FEDERATION

The Spanish Wine Federation (FEV) is an organisation that represents the Spanish wine industry, grouping around 950 wineries and 17 regional associations. FEV takes part in all the political decisions, acting as a representative, promoter and defender of its member' interests. It also focuses its efforts on coordinating the wineries for a better sector structuring and it rises as the perfect institutional platform from where to design and implement short and long-term sectorial strategies.

FEV has served as the National Coordinator for Wine in Moderation in Spain since 2009. In close collaboration with FIVIN and the Interprofessional Wine Organisation (OIVE), it leads the programme's implementation by promoting its messages and self-regulation commitments to public authorities, the wine sector, wineries, and the wider public, while building a strong national and regional network committed to responsible consumption.



## COMMUNICATION & EVENTS

In 2025, FEV supported Wine in Moderation at Barcelona Wine Week with a dedicated stand, reaching a wide audience of wine professionals and stakeholders. Informational materials and branded items helped promote moderation as part of everyday professional practice. Communication efforts were further strengthened by the launch of OIVE's "Vida con Moderación" campaign, which has surpassed 4 million views on YouTube since July, amplifying the message of responsible consumption nationwide.



## EDUCATION & RESPONSIBLE SERVICE TRAINING

A key milestone in 2025 was the adaptation and launch of the Responsible Service training in Spain, coordinated by FEV. The programme equips hospitality and wine professionals with practical tools to promote moderation, prevent risky consumption, and enhance consumer awareness at point of service, reinforcing education as a cornerstone of Wine in Moderation's impact.



## WINE IN MODERATION DAY & PARTNERSHIP

On the occasion of the WiM Day, FEV announced a new partnership with 'The Wine Studio' and 'The Human Studio', key wine education and wellness institutions to provide free access to the digital Responsible Service training to their students, further amplifying the programme's reach and reinforcing commitment to a sustainable wine culture.

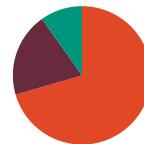
Last but not least, FEV further strengthened its leadership role by inviting the Wine in Moderation President to one of its Executive Committee meetings, offering senior representatives of leading Spanish wine companies an opportunity to deepen their understanding of the Ambassador Company framework and the strategic value of Wine in Moderation.

National Coordinator

## ROYAL ASSOCIATION OF DUTCH WINE MERCHANTS



The Royal Association of Dutch Wine Merchants (KVNW) was founded in 1899. The KVNW is active in sharing relevant knowledge and information and providing a platform for Dutch importers of wine. The KVNW is made up of 130 members who together represent 80% of the market in volume. That degree of organisation and the expertise enables the KVNW to be a respected spokesperson on behalf of the Dutch wine sector to media, politics and government.



**Coordination costs:** 35.865 €

**Communication tools:** 10.000 €

**Education tools:** 5.000 €

**Total investment:** 50.865 €

Already actively engaged in the prevention of alcohol-related harm through several national initiatives—covering areas such as self-regulation, drink-driving prevention, and underage drinking—KVNW chose to further strengthen its commitment by joining the Wine in Moderation programme. KVNW became an effective member of the WiM Association in 2015 and was appointed National Coordinator for the Netherlands, making the country the first non-wine-producing nation to implement a structured Wine in Moderation programme.



### NATIONAL COORDINATION & AWARENESS

As National Coordinator, KVNW plays a key role in aligning national actions with the international Wine in Moderation framework, ensuring consistency, credibility, and visibility of responsible consumption messages within the Dutch context. Its work contributes to embedding Wine in Moderation principles into broader prevention efforts and public dialogue.

### WINE IN MODERATION DAY

In 2025, KVNW focused its activities on the Wine in Moderation Day, taking an active role in amplifying the campaign through social media engagement. By sharing key messages, visuals, and calls to action online, KVNW helped raise awareness of moderate and responsible wine consumption among a wider audience, reinforcing the relevance of the Wine in Moderation message.



Through its long-standing involvement, national coordination role, and active participation in the Wine in Moderation Day, the KVNW continues to demonstrate how the programme can be effectively implemented in importing countries, contributing to a broader European and international culture of moderation.

## National Coordinator

## NATIONAL COUNCIL OF THE WINE COMMUNITIES HUNGARY



National Council of  
the Wine Communities  
Hungary

The National Council of the Wine Communities ('Hegyközségek Nemzeti Tanácsa' – HNT) is an interprofessional organisation representing all Hungarian wineries. The main objectives of HNT are to increase the recognition of Hungarian wines internationally and nation-wide, to help wineries find export markets, to inform them about the novelties of the wine industry and the new regulations. HNT publishes its own quarterly trade magazine and holds an annual national wine contest.

Since joining the Wine in Moderation movement, HNT has actively promoted responsible wine consumption across multiple platforms and audiences. The national coordinator has raised awareness at high-level events, including the Hungarian National Agriculture and Food Exhibition and Fair, and through targeted educational campaigns such as Taste It and Know It, designed to inform consumers about moderation and mindful enjoyment.

Hungarian wine professionals, notably young winemakers, have engaged with the programme's core messages, linking wine culture with awareness and responsibility. Additionally, national conferences on viticulture and oenology have provided valuable forums to integrate Wine in Moderation principles into wider sector discussions, helping to embed the programme's values into Hungary's wine community.

## National Coordinator

## UKRSADVINPROM



UKRSADVINPROM unites approximately 260 winemakers, viticulturers, producers of fruits, berries, nuts as well as enterprises involved in fruit and berry processing, wine production, and scientific institutions committed to introducing advanced scientific approaches to production. UKRSADVINPROM actively supports the adoption of innovative technologies for planting, processing and transportation to enhance the quality born in Ukraine, as verified by international quality certifications (Global G.A.P., ISO, HACCP, etc.).

In 2025, UKRSADVINPROM officially joined Wine in Moderation and marked the programme's first public presence in Ukraine through a dedicated event at Wine&Spirits Ukraine 2025. The inaugural panel introduced the philosophy and key messages of Wine in Moderation, bringing together wine professionals, health experts, and cultural stakeholders to explore how moderation, awareness, and responsibility can shape a new ethical wine culture in the country, while strengthening Ukraine's ties to the global WiM community.





## AMBASSADOR COMPANIES

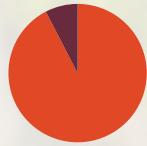
Our Ambassador Companies are leading wine companies that support the efforts made at international and national level setting the example with their leadership in social responsibility and high contributions. Ambassador Companies work in close collaboration with the National Coordinators and the WiM Association and play a critical role within the programme. By becoming Ambassador companies, leading wine companies participate in a tangible and visible Corporate Social Responsibility programme, reinforcing the leadership in social responsibility in the wine category in more than 25 countries where Wine in Moderation is active.

Ambassador Companies

# CAVIRO



CAVIRO, founded in 1966, is Italy's largest winery and a leader in circular economy practices. As an agricultural cooperative, it unites numerous wineries and winegrowers across several regions, producing a wide range of wines for domestic and international markets.



**Coordination costs:** 13.020 €  
**Communication tools:** 1.070 €  
**Total investment:** 14.090 €



**Nº of actions:** 5  
**Nº of participants:** 3

In March 2025, Wine in Moderation welcomed Caviro as its 6th Ambassador Company, recognising the Italian wine leader's commitment to promoting responsible wine consumption and integrating Wine in Moderation principles into its core activities. This designation underscores Caviro's role in advancing moderation and responsibility across the wine value chain and reinforces its broader sustainability and social responsibility agenda.

## COMMUNICATION

Caviro participated in the **Wine in Moderation Day**, contributing to the global campaign that celebrates mindful wine enjoyment and encourages consumers to adopt responsible drinking patterns. Through this engagement, the company helped amplify WiM's moderation message and connect it to cultural and social appreciation of wine. In addition, since joining the movement, Caviro **integrated the Wine in Moderation message and logo into its communication efforts, including prominent inclusion in its advertising and social media campaigns**. By aligning its external communication with WiM principles, Caviro strengthened public awareness of responsible consumption and positioned moderation as an essential part of enjoying wine.

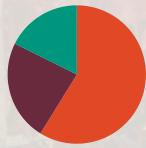
Beyond external communication, Caviro's Ambassador status will drive a programme of initiatives spanning communication, education, and branding to promote responsible consumption practices across its operations. Through these actions, the company advances the Wine in Moderation mission and contributes to fostering a culture of moderation and wellbeing across the wine sector.

Ambassador Companies

# MEZZACORONA



Mezzacorona is an Italian wine cooperative, combining tradition, innovation, and a strong commitment to sustainability. Built on cooperative values, the Group promotes quality winemaking and responsible growth. In 2023, Gruppo Mezzacorona joined the Wine in Moderation programme, reinforcing its commitment to responsible wine consumption.



**Coordination costs:** 21.500 €  
**Communication tools:** 110.000 €  
**Total investment:** 131.500 €



**Nº of training activities:** 1  
**Nº of trained professionals:** 10



**Nº of actions:** 2  
**Nº of participants:** 300

## MARKETING & COMMUNICATION



In 2025, Gruppo Mezzacorona actively implemented Wine in Moderation through a combination of marketing, internal engagement, and initiatives. In the United States, the Group integrated the WiM logo and responsible consumption message into its Pinot Grigio campaign, including visibility in leading sectoral media such as Wine Enthusiast, ensuring that moderation was clearly communicated within high-impact trade and consumer advertising.

## SOCIAL MEDIA

Mezzacorona also developed a dedicated storytelling campaign centred on the "art of mindful enjoyment," using sponsored social media content and influencer collaborations to promote moderation, hydration, and conscious wine appreciation. The company further marked Wine in Moderation Day, amplifying the programme's messages through its communication channels.

## EDUCATION & INTERNAL ENGAGEMENT

Wine in Moderation principles are embedded in Mezzacorona's corporate culture, with dedicated WiM content included in the onboarding of every new employee, ensuring early awareness and alignment with responsible practices.

Through these combined external and internal actions, Mezzacorona demonstrates a structured and consistent approach to promoting responsible wine consumption in line with the Wine in Moderation mission.

Ambassador Companies

# MOËT HENNESSY

Moët Hennessy

As a global leader in luxury wines and spirits, Moët Hennessy (MH) invites their consumers to discover their heritage and savoir-faire, crafting memorable and exceptional experiences designed for responsible tasting. MH is committed to promoting a culture of moderation and informed choices among both its employees and consumers.



## EDUCATION

**Raising awareness among employees about moderation, responsible drinking, and the risks associated with harmful consumption.**

Moderation and responsible tasting are at the heart of Moët Hennessy's culture. They raise awareness, train, and encourage their employees to embody the values of mindful consumption, making them ambassadors of their commitments. Dedicated mandatory training programs and awareness initiatives are deployed for all their teams worldwide. **In 2025, over 7300 collaborators were trained on the importance of Responsible Drinking.**

## EVENTS

**10 Golden Rules to craft Responsible Hosting for all their events**

Moët Hennessy has established a set of 10 "golden rules" to guide the organisation's responsible events and experiences, ensuring that all internal and external events promote responsible consumption. Aligned with the Wine in Moderation principles, these rules focus on measures such as offering non-alcoholic options and food, preventing underage consumption, promoting responsible alcohol service, and planning safe transportation. In 2025, the company also partnered with FlineBox to deploy interactive breathalyser kiosks at visitor circuits—**reaching 5,500 customers between May and September 2025**—and during internal events, where 150 employees were tested, raising awareness of mindful alcohol consumption.

## COMMUNICATION

**Responsibly marketing their products, informing consumers, and supporting moderation campaign**

Moët Hennessy has upheld a strong commitment to responsible marketing for over 20 years through its Code for Responsible Communication and Marketing, which is regularly reviewed and incorporates the Wine Communication Standards. **All employees involved in marketing and communication receive dedicated training, with more than 640 employees trained in 2025.** Moët Hennessy supports collective actions promoting responsibility and moderation. Demonstrating this commitment, in 2025, the company notably supported the 3rd edition of Wine in Moderation Day and amplified its visibility internally and through official social media channels.

Ambassador Companies

# PERNOD RICARD

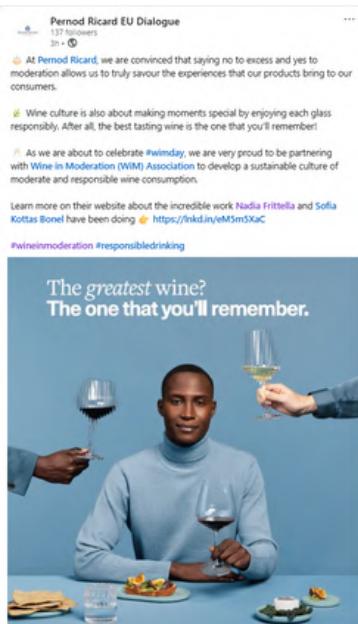


Pernod Ricard is one the world leaders in wines & spirits. Genuinely committed to responsible consumption, Pernod Ricard, through its wine affiliates became early on a member of WiM Association and key player as Ambassador of the Wine in Moderation programme.



As an Ambassador Company of Wine in Moderation, Pernod Ricard continued to demonstrate its strong commitment to promoting balanced and convivial drinking and encouraging mindful consumer choices worldwide.

## COMMUNICATION



During the summer period, the **company implemented two major awareness campaigns**. **"Don't Drink and Dive"** campaign by Malibu starring iconic Olympic medallist Tom Daley was relaunched ahead of the summer season to raise awareness of alcohol-related risks associated with water activities, while the **"Drink More Water"** activation at Tomorrowland, world's biggest electronic music festival, used creative digital and on-the-field engagement to promote hydration and reinforce the importance of moderation during celebrations.

Pernod Ricard also supported Wine in Moderation Day by amplifying its messages through the Group's social media channels.



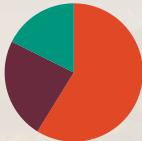
Through these actions, Pernod Ricard continues to support the Wine in Moderation mission by fostering a culture of moderation and reducing alcohol-related harm.

Ambassador Companies

# RUFFINO



Founded in 1877 near Florence, Ruffino is a historic Tuscan wine producer combining a strong regional heritage with an international outlook. Since joining Constellation Brands in 2011, the company has expanded its portfolio and global presence, with wines now distributed in nearly 90 countries worldwide, while remaining firmly rooted in Tuscany.



**Coordination costs:** 12.389 €  
**Communication tools:** 1.986 €  
**Education tools:** 1.000 €  
**Science:** 3.642,50 €  
**Total investment:** 19.018 €



**Nº of training activities:** 1  
**Nº of trained professionals:** 31

In 2025, Ruffino continued to strengthen its commitment to the Wine in Moderation programme by actively integrating its principles into sector engagement, professional dialogue, and initiatives aiming at raising awareness. As Ambassador Company, Ruffino played an active role in promoting responsible wine consumption and service, both in Italy and at international level.

## EDUCATION & RESPONSIBLE SERVICE

Ruffino took part in the Italian Wine in Moderation Day celebrations, contributing to the dedicated press conference and panel discussion focused on the recently released Responsible Service training. Through its participation alongside WiM National Coordinators and sector representatives, **Ruffino supported the launch and promotion of digital responsible service training**, highlighting the importance of education, professionalism, and shared responsibility within the hospitality and wine service sectors.



## EVENTS & SECTOR DIALOGUE

Ruffino's commitment to Wine in Moderation **was further showcased at GENSY 2025 in Sicily**, where the WiM President and Ruffino CEO addressed a high-level audience of wine professionals. The intervention emphasised the role of moderate and conscious wine consumption as an integral part of gastronomy, culture, and conviviality, reinforcing the relevance of the WiM message within broader discussions on sustainability and responsible business practices. Ruffino also supported Wine in Moderation at its stand in the occasion of the Vinitaly trade fair.

Through these engagements, Ruffino continues to implement Wine in Moderation by embedding its principles into corporate leadership, professional training, and sector dialogue. By actively supporting WiM initiatives and providing visible leadership at key sector events, the company contributes to fostering a culture of moderation and responsibility across the wine value chain.

Ambassador Companies

# SOGRAPE



Sogrape, Portugal's leading family owned wine company, has a long-term vision for a sustainable future of being the Iberian reference of quality wines, with a family tradition, focused on developing relevant brands for consumers in priority markets.



In 2025, Sogrape continued to demonstrate strong leadership as a Wine in Moderation Ambassador Company, embedding the programme across internal culture, communication, training, and public activities.

## WINE IN MODERATION DAY & WEEK

Sogrape marked International **Wine in Moderation Day** by extending it into a **Wine in Moderation Week** from 24 to 28 November 2025 reaching around 1,000 employees. The initiative raised awareness of responsible and conscious wine consumption through **internal editorial content, an interactive quiz, healthy food initiatives, digital communications, and the promotion of a dedicated podcast**, reinforcing moderation as part of Sogrape's corporate culture.

## TRAINING

Education remained a core pillar of Sogrape's Wine in Moderation implementation. In 2025, the company delivered a dedicated Wine in Moderation Training Programme, with **28 training sessions reaching 278 professionals**. The programme covered wine culture, the Wine in Moderation framework, consumption patterns, low-risk drinking guidelines, vulnerable groups, drink-driving regulations, and alcohol-related health risks, equipping employees with the knowledge to act as informed and responsible ambassadors.

## COMMUNICATION

Sogrape also further promoted moderation through the distribution of new "Choose, Share, Care" leaflets at wine fairs, events, via its intranet, and through the Wine at Home platform, reaching around 1,500 people. The company also organised **breathalyser testing** at national wine fairs and internal events, including Wine in Moderation Day, engaging over 1,800 participants across four events and reinforcing awareness of responsible consumption and drink-driving risks.

Through consistent investment, broad internal engagement, professional training, and large-scale communication, Sogrape's 2025 actions illustrate a comprehensive and structured approach to Wine in Moderation. The company maintains an active contribution to fostering a sustainable and responsible wine culture worldwide.



# OUR PARTNERS



## Non-profit entities



ASSOCIATION  
DE LA SOMMELLERIE  
INTERNATIONALE



## For profit entities



Experts in Closures, Oak and Labels



Shape.  
Create.  
Elevate.

Düsseldorf

## Education & Research



# OUR PARTNERS' HIGHLIGHTS

Wine in Moderation continues to unite key actors across the wine and hospitality sectors to foster a culture of responsible and moderate wine consumption. By collaborating with organisations spanning production, gastronomy, hospitality, and education, Wine in Moderation strengthens its mission to promote enjoyment, quality, and responsibility at every level of the wine experience.

In 2025, WiM has renewed key partnerships and welcomed new partners who share its commitment to moderation, sustainability, and education.

## STRENGTHENING COLLABORATION

The renewal of the partnership with the Association de la Sommellerie Internationale (ASI) reaffirms a shared commitment to empowering wine professionals and sommeliers worldwide. Sommeliers, as trusted guides and cultural ambassadors, influence not only how wine is appreciated but also how responsible consumption is understood. By integrating Wine in Moderation principles into ASI's activities, the collaboration ensures that moderation becomes a core professional competency, supporting a balanced wine culture globally.



ASSOCIATION  
DE LA SOMMELLERIE  
INTERNATIONALE



HOTREC, representing Europe's hotels, restaurants, and cafés, continues its collaboration with WiM to promote moderation across the hospitality sector. Through education and training initiatives, the partnership equips hospitality professionals with the tools needed to integrate responsible wine service into daily practice. HOTREC's participation in the third edition of Wine in Moderation Day helped raise awareness among professionals and the public, and both organisations look forward to expanding joint initiatives across Europe in the coming years.

The Fédération Internationale des Vins et Spiritueux (FIVS), the International Wine Federation, also renewed its collaboration with WiM in 2025. This partnership strengthens dialogue across the global wine sector and lays the foundation for future initiatives aimed at promoting sustainable and responsible consumption worldwide.



# EDUCATION

Wine in Moderation partners continue to place education at the heart of their efforts to promote moderation.



## Consorzio DOC Delle Venezie

In Italy, the Consorzio DOC Delle Venezie, responsible for DOC Pinot Grigio, launched the “Impresa-Giovani-Futuro” project in collaboration with WiM and Re.N.Is.A., introducing students from agricultural institutes to responsible wine culture. The programme combines viticulture education with lessons on moderate consumption, preparing the next generation of wine professionals.



## Alliance Wine

Alliance Wine, a Partner of Wine in Moderation since 2024, focused on the adaptation of the Responsible Service Training developed by Wine in Moderation to be used in-house for all employees. 2025 was a year of roll-out.



## FIVIN

In Spain, FIVIN, together with OIVE, trained nearly 200 hospitality students on the cultural, social, and health aspects of wine, ensuring that moderation is embedded in professional training and practice.



## Sommelier School of Lithuania

The Sommelier School of Lithuania has been a Partner of Wine in Moderation since 2017, implementing the programme through training courses, magazines and the main trade fair in the Baltics, Vyno Dienos.

# COMMUNICATION & EVENTS

Raising awareness remains a key focus for WiM partners.



During its annual convention in Trento, Consorzio DOC Delle Venezie hosted a dedicated Wine in Moderation corner, providing attendees with materials and opportunities to engage with the programme's message during networking and social events.

FIVS kept its commitment strong and gave the opportunity to Wine in Moderation to present its latest actions to its members during its annual meetings throughout the year.



**Why Moderation Matters**  
With Nadia Frittella,  
Secretary General of Wine in Moderation

**A** conversation around responsible wine service has never been more important. Wine in Moderation emerged as one of the most influential voices guiding how the global wine industry can serve wine responsibly and ethically. Founded in 2008 as a three year partnership between the European Wine Council and the International Wine and Beverage Institute, Wine in Moderation has grown into a worldwide reference point for responsible wine communication, education, and professional practice.

As Wine in Moderation continues with Nadia Frittella, Secretary General of Wine in Moderation, to discuss wine and its role in hospitality, this foundation for its long-term success and growth is artfully positioned to lead. While this article continues to focus on the work of Wine in Moderation, the conversation is meaningful 365 days a year.

Today, we operate well beyond Europe. Since 2013, we've been active in South America, and the network continues to expand.

**RESUME / MARCH 2016**

**Photo:** Nadia Frittella

In the frame of the Partnership between the Association de la Sommellerie Internationale (ASI) and Wine in Moderation, ASI not only invited Wine in Moderation to take part in their General Assembly to present the programme, but in addition, an article was published in the December edition of the ASI magazine, explaining the importance of the Responsible Service Training and the role Sommeliers have to play in encouraging a sustainable consumption of wine.

# SUSTAINABILITY

Sustainability is increasingly recognised as an essential part of a responsible wine culture. [Harv 81 Group](#), [through its B Corp certification](#), demonstrates that responsibility extends beyond consumption to the entire value chain, from production to packaging.

[JRE](#) has partnered with Vaider Group – Hrastnik1860 [to introduce RE.VINE, a sustainable wine bottle](#) designed to reduce environmental impact while promoting moderation in production practices.



# PARTNERING WITH INTERNATIONAL TRADE FAIRS

Wine in Moderation has partnered with four of the largest trade fairs worldwide, showing the important commitment of the sector to encourage moderate and responsible drinking. Through these partnerships, Wine in Moderation was invited to take part, with a stand, to the 2025 editions of [ProWein Düsseldorf](#), [Wine Paris](#), [Vinitaly](#) and [Barcelona Wine Week](#).

Furthermore, the trade fair organisers have each taken further steps to including Wine in Moderation in parallel activities, from social media to magazine articles and video messaging at the entrance of the fairs.

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*The renewal of existing partnerships and the arrival of new partners in 2025 illustrate that responsibility is a shared commitment across the wine and hospitality ecosystem. By combining education, sustainability, and promotion, Wine in Moderation and its partners continue to build a wine culture where enjoyment, quality, and moderation coexist.*

*Through collaborative initiatives, practical training, and sector-wide engagement, WiM will continue to support professionals, producers, and consumers in making informed, balanced choices—ensuring that the culture of moderation remains central to the global wine community.*





# MORE INFORMATION ABOUT US!

## FOLLOW US:



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### About this 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 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 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 programme centrally coordinated and nationally implemented, with the capacity to adapt to local needs while respecting cultural diversity.

