Designing responsible wine tourism experiences and the challenges of the SDG’s

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Why Wine ?
Why NOT Wine?
Wine in Moderation = Art de Vivre
A message that speaks to everyone
Enjoy wine to its fullest

Understand the wine you drink: knowing where its unique character comes from, makes drinking all the more pleasurable.

Drink slowly: take the time to savour the wine’s distinctive taste.

Accompany wine with good food: alongside a glass of water.

Appreciate wine with good company, friends and family.

Be sensible, avoid excess
Wine consumption requires maturity: **underage individuals should not drink.**

**Pregnant women should avoid consumption of alcoholic beverages.**

**Avoid drinking if you drive**

Always consult your physician or family doctor if you have any doubts related to your drinking patterns and your health.
Wine in Moderation Programme Missions

**Organise Action**

The Social Responsibility Movement

Provide a common reference that unites the entire international wine value chain and fosters their contribution in the fight against alcohol-related harm.

**Empower Professionals**

Empower wine professionals and promote responsible business practices.

- **Vocational Education**: Train professionals to improve knowledge and competences on wine, health and social aspects.
- **Responsible Commercial Communication**: Promote and implement self-regulation practices to ensure responsibility in the commercial communication of wine.
- **Scientific Documentation**: Make available relevant and robust evidence-based scientific information, to secure credibility, enhance actions and facilitate dialogue on wine, health and social aspects.

**Encourage Moderation and Responsibility**

Raise awareness and knowledge on drinking patterns compatible with a healthy lifestyle and inspire well-being.

- **Art de Vivre Campaigns**: Inspired by the culinary and cultural heritage of wine to promote moderation and responsibility in wine drinking as a cultural and social norm.
- **Consumer Information**: Make available evidence-based information, to help consumers make responsible choices compatible with a healthy lifestyle.
16 countries in Europe & South America with structured programmes
Values

Diversity

Partnerships

Moderation & Responsibility

Credibility

Dedication

WINEinMODERATION.com
Art de Vivre
WINE, A CULTURE OF MODERATION
Social Sustainability and Responsibility

Why is important
Choices that makes a difference

3/5 of the global consumer trends categories in 2018
(Reference: Wine Intelligence, wineIQ, Q1 2018)

#HEALTH  #SUSTAINABILITY  #SOCIETY
In practice
One size does NOT fit all

Fit for Purpose
Do not think wine as product

Rethink business model
Value Curve does not start neither finishes at the winery

Extended value curve means extended co-operations

Involve local community & business
Facilitate a safe journey
Do NOT Drink & Drive

Actions to consider (1)
What about well-being?

Offer experiences that address your valued customer priorities
Not drinking wine?

**Experience wine and it’s culture without drinking**

- SUSTAINABILITY: Values, Contribution, Environment, Community
- TERROIR: History, Tradition, Heritage
- GASTRONOMY: Tasting (aromas), pairing, local cuisine and (vine) products.
- EVENTS-ACTIONS
Examples of Wine in Moderation  Collective Actions
Are SDG’s for the wine business a threat or an opportunity?
WINE in MODERATION

for a sustainable wine culture that inspires healthy lifestyles and well-being

WINEinMODERATION.com
Art de Vivre
10 YEARS