



The word of the President

Dear readers

On behalf of all my colleagues, I would like to wish you all the best for a happy, healthy and successful New Year.

Like all sectors, wine appellations are facing many challenges in a particularly difficult context. The war in Europe and the continuing effects of the Covid crisis are leading to a surge in prices which is weighing on our activities, with an increase in production costs and a negative impact on international trade. Climatic events are multiplying; in a matter of minutes, our vines are decimated, and the fruit of the winegrowers' labour destroyed. However, wine appellation producers are not giving up. We continue to strive to offer quality products, based on tradition,

know-how and innovation. We invest a lot in techniques and methods to better protect the environment and the climate in order to preserve what is most important to us, our *terroir*, a territory with specific characteristics which allows us to produce a wide range of quality European PDO wines. We are proud of our essential contribution to our respective territories, aware that our activity is crucial to the socio-economic development of our regions. These wines create many jobs, shape landscapes, attract tourists and promote the EU's cultural and gastronomic heritage throughout the world. While this success is primarily thanks to winegrowers, it is supported by a European regulatory framework that has allowed our sector to develop. The policies put in place at European level over the last few decades have allowed the sector to flourish, to



remain competitive and to invest, whether it be the free movement within the internal market, the CAP or the negotiation of free trade agreements. This European regulatory approach based on a medium/long term vision that takes into account the specificities of the wine sector has proven to be successful.

The European Commission is due to present important legislative proposals this year on the promotion of agricultural products, food labelling and the sustainability of food systems. These subjects are strategic for wine appellations as we wish to have a clear regulatory framework to meet the challenges of economic, social and environmental sustainability. It is essential to stay the course and give operators time to implement recently adopted regulations. I am thinking of the latest reform of the CAP which defines a precise framework for the labelling of ingredients and nutritional value for wines. These provisions will come into force on 8 December 2023. Winegrowers are currently preparing for this implementation and would be shocked if the European Commission tried to undermine rules established by the co-legislators.

We regret the stigmatisation of wine. We cannot accept the development of a radical approach such as the one chosen by Ireland and which the European Commission has not opposed, that aims to treat wines like tobacco. It is necessary to fight against harmful alcohol consumption. To do this, public authorities, the sector and civil society must invest more in communicating consumption guidelines, as wines have their place in a healthy lifestyle and a diversified and balanced diet.

I wish you an excellent reading.

Bernard Farges

EFOW's President



Interview

Professor Fabrizio Bucella

How has wine consumption in the EU evolved over the last decades? How is it characterised today?

This is a broad question. To sum up, consumption has decreased overall in the historically producing countries and has increased somewhat in the historically non-producing countries. Let's take two canonical examples: less wine is consumed per capita in France, the opposite in Belgium. When will the curves cross? It is always difficult to make hypothesis, probably in the next decade. Continuing with these two countries, there is an inverse trend for beer.

This decrease in the producing countries is due to several factors, notably health imperatives, driving rules and, more generally, a change in the status of wine, which I often discuss in my books.¹

Wine is no longer the totem drink described by Barthes in the mid-fifties. Wine is no longer a binding collective act, certainly not in the metropolises (it may remain so in the production regions). Wine has been denormalised, it is no longer taken for granted. The number of regular consumers has become a small proportion of the overall population. A non-negligible part of the population never wants to drink wine. The consumer is a poly-consumer, he or she

does not necessarily drink at every meal, not necessarily wine, sometimes beer or water, or even soft drinks. The “nolo” (low alcohol, no alcohol) are on the rise...

Is there a direct correlation between wine consumption and cancer? What do the latest scientific studies say about this?

These are quicksand debates. I've seen some very recent studies claiming that the link is not so obvious. Others point to it.

The latest Global Burden Disease meta-study published by the Lancet in 2022² suggests that a daily glass of wine would have beneficial effects. The medical journal nuances its previous warnings by indicating that small amounts of alcohol may reduce the risk of some health problems but increase the risk of others, suggesting that the overall risk depends, in part, on background disease rates, which

vary by region, gender and especially the age of the consumer. Basically, by consuming wine at an older age, the study suggests 40 years old, the beneficial effects outweigh the harmful effects.

If small daily quantities of wine are protective against certain diseases, while



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¹ Notably « Pourquoi boit-on du vin ? » (Dunod, 2e édition 2022) and the « Tribulations œnologiques du professeur Bucella » (Flammarion, 2022).

² Population-level risks of alcohol consumption by amount, geography, age, sex, and year: a systematic analysis for the Global Burden of Disease Study 2020 - The Lancet

large quantities are dangerous to health, the relative risk curve begins by decreasing (less risk for small doses) and then increases (greater risk for large doses). Specialists call this effect the J-shape curve of relative risk. The relative risk decreases as at the beginning of the J-curve, for one or half a glass a day, and then rises again for a higher consumption. Afterwards, scientists will claim that the J-curve itself is an intellectual hoax.

In truth, this is not the point. One does not drink to cure a disease. Wine is no longer part of the pharmacopoeia as it was in the days of Hippocrates, then Galen or Fagon at the court of the Sun King. Nor do we drink to reduce the risk of catching this or that disease. If we drink, it is for pleasure.

What consumer messages should be communicated to European citizens?

I am always wary of messages that come from the producers themselves. In any case, it can always be said that the message was this or that. Take the example of “consume in moderation”. I was told that this slogan was perverse because it said “consume”, certainly in moderation, but that it was an invitation to consume.

Wine is a legal psychotropic substance. This is a fact.

In France, with the Evin law, wine consumption cannot be associated in advertising with a moment of conviviality. In Belgium, it is the opposite: it would be incongruous not to show the collective and sharing act that wine constitutes. Drinking alone is bad. We live in a very moralistic age.

From 8 December 2023, wine labels will indicate calories, residual sugar and ingredients. It is a good thing to inform the consumer, but perhaps we could have done so earlier. By having resisted for so long, the sector may have left the impression that it had something to hide whereas it simply wanted to facilitate the distribution of its products.

Here it is the scientist who speaks. It is one thing to inform, another to lecture. Could we not bet on intelligence and consider that the European citizen is capable of judging whether or not he or she wishes to have a glass of wine?

Professor Fabrizio Bucella

PRESENTATION

Fabrizio Bucella is a doctor in physics and a university professor at the Université libre de Bruxelles. He teaches the mathematics of uncertainty and the laws of logic and chance. A sommelier and zythologist, he teaches wine and beer at several French universities and Grandes Ecoles, including the University of Bordeaux, the University of Reims-Champagne Ardenne, Kedge Business School and Sciences Po Lille.

In Brussels, he chairs the Inter Wine & Dine oenology school. He writes a column for Le Point (“Le prof en liberté”). Belgian listeners can find him every month on the radio on La Première (RTBF) in Sophie Moens’ programme “Bientôt à table!”.

He has published numerous books on wine, including “Pourquoi boit-on du vin?” (Dunod) and “Tribulations oenologiques du professeur Bucella” (Flammarion).

Interview

What is the purpose of *Wine in Moderation* and what are your missions?

Wine in Moderation works to inspire a sustainable culture of wine. Our mission, as the social responsibility program of the wine sector is two-fold: providing wine professionals with the information and tools to responsibly present wine, and inspiring consumers to fully enjoy wine and its culture in a healthy, balanced, and convivial way.

What actions have you undertaken during this past decade?

From the outset, Wine in Moderation has worked very hard to instil a positive culture of wine through three main lines of action: education of professionals, self-regulation, and communication. It is important to note that all the information published and shared through Wine in Moderation is based on the latest available scientific information. Hundreds of campaigns have been developed around the world, thousands of professionals have been trained to encourage a responsible consumption of wine and the sector is committed to follow the Wine Communication Standards, our self-regulation code, which was also recently updated to reflect the constant changes in today's communication channels. We warmly invite you to follow us on social media, to check our [website](#) and to register to our newsletter to follow our latest news.

Could you tell us about the results of your campaigns?

The information campaigns developed around the world under the Wine in Moderation programme have been

Mr. Sandro Sartor

President of Wine in Moderation

key in order to help consumers make responsible and moderate choice when it comes to the consumption of wine, and we certainly hope they have also been effective in reducing the harmful use of alcohol. It is always very interesting to note a rising interest in the number of visits on our website around the Christmas holidays and after the New Year festivities. When it comes to the number of impressions from our campaigns, we are always thrilled to see the millions of people who are reached through our different channels and materials, efforts that we will continue to focus on in the coming years as the need for a message advocating for moderation in general is needed more than ever in these unstable times.



Mr. Sandro Sartor
President of Wine in Moderation

These are only a few examples of the large number of campaigns organised by Wine in Moderation members throughout the world:

- <https://www.wineinmoderation.eu/news/cantine-aperte-2022-the-italian-wine-tourism-movement-brings-wine-in-moderation-to-italian-wine-lovers>
- <https://www.wineinmoderation.eu/news/if-you-drink-don-t-drive-acibev-back-at-essencia-do-vinho-with-a-driving-simulator>
- <https://www.wineinmoderation.eu/news/asovinos-brings-the-wine-in-moderation-message-to-maridaje-gastronomy-and-wine-fair>
- <https://www.wineinmoderation.eu/news/aevp-launches-a-wide-wine-in-moderation-campaign-throughout-different-media-in-portugal>
- <https://www.wineinmoderation.eu/news/vin-socit-launches-information-campaign-on-the-art-of-spitting>
- <https://www.wineinmoderation.eu/news/vyno-dienos-offers-a-responsible-wine-experience>
- <https://www.wineinmoderation.eu/news/online-wine-in-moderation-campaign-for-wim>
- <https://www.wineinmoderation.eu/news/campaign-quien-sabe-beber-sabe-vivir-in-its-3rd-year>

Mr. Sandro Sartor

PRESENTATION



CHOOSE | SHARE | CARE

Wine in moderation is the social responsibility program of the wine sector, providing wine professionals with the information and tools to responsibly present wine, and inspiring consumers to fully enjoy wine and its culture in a healthy, positive, and convivial way. All our information is scientifically based. Science has had an important role in the Wine in Moderation programme since the very beginning. For more information about the latest scientific evidence on wine, health and social aspects, visit the [Wine Information Council website](#).

Interview

Mr. Juan Gil de Araujo González de Careaga

President of the Wine Appellation Rías Baixas

Could you tell us about your estate and the wines you produce?

[Fefiñanes](#) is a century-old family-owned winery, located in the Fefiñanes Palace, declared as a “Bien de Interés Cultural”¹ (the highest level of heritage protection in Spain) and located in the town of Cambados, in the province of Pontevedra (Galicia). Our winery is registered in the Rías Baixas Protected Designation of Origin. We produce white wine with the Albariño variety, typical of this PDO and, in our case, obtained from small vine-growers in Cambados, in the Salnés Valley sub-area. Our average annual production is of 200,000 bottles.

What are your main markets and how do you commercialise your wines?

50% of our wines are destined to the Spanish market and the remaining 50% to international markets. Outside of Spain, we sell in 22 countries, the most important destinations being the United States and the United Kingdom. In the European Union, we sell our wines in Ireland, the Netherlands, Denmark, Belgium, Germany, Poland, Italy and Sweden. In Spain, we sell mainly through independent distributors, preferably to the HORECA market (hotels, restaurants and catering).

Are you currently providing nutritional and ingredient information to consumers?

¹ [Definición de bienes culturales protegidos | Ministerio de Cultura y Deporte](#)

No, our labels contain the compulsory particulars in accordance with to the current European legal framework.

This will be mandatory as of 8 December 2023, how do you plan to communicate this information?

We are working on ways to best comply with the provisions on nutrition and ingredients



Mr. Juan Gil de Araujo González de Careaga
Bodega Palacio de Fefiñanes and President of the Wine Appellation Rías Baixas

labelling in the wine sector that come into force on that date. We will do so by seeking the least possible changes to our labels and the most effective and modern way to implement these provisions, which we believe involves adding an electronic means on-pack to provide consumers with access to the nutritional and ingredient information that is allowed to be dematerialised. Today, society is fully familiar with the use

of mobile devices and access to online information. Furthermore, we believe that this information can be better displayed and conveyed, from a communication efficiency perspective, online, in less constrained and clearer formats than on the physical label.

What are the implications of this new approach?

It should be borne in mind that our winery has 4 different labels, attached to the 200,000 bottles we sell on average per year. Thus, the new labelling obligations will entail new tasks associated with the measurement and indication of nutritional values, adjustments in the logistics, as well as the management of the electronic media that allows access to online information. This will imply increasing costs, which would be even higher if all the mandatory indications were to be included on the bottles' label, as this would entail greater logistical complexity, with the need for multiple translations to adapt the labels to the different markets and a greater number of different labels. That said, the legal framework that will come into force in December is adapted to the needs of both

operators and consumers. In this regard, our winery is already working on how to deal with these new legal requirements. We are analysing the different alternatives on the market, and we will take the decision in time to implement the changes when necessary.

All in all, we hope that there will be no further changes to the legal framework in the short to medium term, because the new legal requirements which will come into force in December are a step forward which we believe meets the expectations of consumers and is also adapted to the needs of the operators in our sector. We need regulatory stability in order to carry out our activity to the best of our ability.

Mr. Juan Gil de Araujo González de Careaga



www.fefinanes.com

“Because origin matters”

EFOW is a Brussels-based organisation representing wines with an Appellation of Origin or Geographical Indication from the European Union. As the voice of the European origin wines towards European and international institutions, it is actively lobbying for a better protection and promotion of these wines within the EU and throughout the world.

Its current members are the national associations in charge of origin wines from France (CNAOC), Hungary (HNT), Italy (FEDERDOC) and Spain (CECRV), as well as the Port and Douro Wines Institute (IVDP) from Portugal.

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