

Dear Sir/Madam,

Starting out in 2008 as a contribution to a policy commitment, Wine in Moderation is today a social responsibility program embraced by economic entities, consumers, and authorities all over the world, that acknowledge our single global message to reduce harm and inspire moderation when drinking wine.

All actors involved in Wine in Moderation, have been working tirelessly to defend the rightful place of wine in today's evolving society, by encouraging responsibility and moderation, and imparting respect for wine as a product of culture among people who choose to drink and enjoy it as part of a balanced diet and lifestyle. Even in the difficult times of COVID-19, that had a huge impact on our sector, the Wine in Moderation program consistently expanded and found new ways to reach both professionals and consumers.

We all know that the COVID-19 pandemic has been especially hard on the wineries and local businesses. However, it has also been an eye-opening experience, as more and more companies have realized that to survive in this new reality, there is a need to develop new business practices, focused on social responsibility and with the aim to promote a moderate consumption of wine. In fact, ultimately, caring about our consumers means caring about our business!

Today, as we enter a phase of re-opening, and with the opportunity of the 2020 Annual report, we would like to strongly encourage you to actively become part of our program, help us build the Wine in Moderation movement and join us in our efforts towards a sustainable culture of wine.

We remain at your disposal for any questions or comments.

Sincerely yours,



Sandro Sartor

President of WiM Association



About us

Wine in Moderation - Art de Vivre Programme

Wine in Moderation is the programme created by the wine sector that aims to inspire a sustainable culture of wine, contributing to healthy lifestyles and the reduction of alcohol related harm. The programme builds on scientific evidence, education, and self-regulation to organise and empower wine professionals raising awareness and knowledge about responsible drinking patterns and moderate wine consumption and inspiring consumers to enjoy wine and its culture in a healthy, positive, and convivial way.

WiM Association

The WiM Association is the international not for profit association founded by wine sector associations and leading wine companies that centrally coordinates the Wine in Moderation programme. The programme is then implemented at national level by National Coordinators who support the planning, coordination, implementation, and accountability of the programme in their countries. Through their actions and the 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.

How to join Wine in Moderation as a WiM Supporter?

If you are interested in actively taking part in the Wine in Moderation program, please contact the respective [National Coordinator](#) in your country.

You may find more information about the program and the role of WiM Supporters by visiting our website: www.wineinmoderation.com

