

VITÆVINO Grassroots Campaign

Defend wine culture and conviviality

Wine is facing a significant existential threat as societal efforts increasingly seek to demonise alcoholic beverages. The responsible and moderate consumption of wine - which is the way the overwhelming majority of wine consumers enjoy it - is being stigmatised by the removal of the distinction between alcohol abuse and the moderate wine consumption within a healthy and balanced lifestyle.

Due to the dissemination of incomplete or biased scientific information and data, this restrictive vision is progressively impacting regulations around the world, ranging from the imposition of a disproportionate and unfair legal framework, such as advertising bans, restrictive fiscal policies, and health warnings labels, putting the sustainability of the wine sector and its rural communities at risk.¹

In the face of this mounting challenge, a campaign in support of the culture and moderate consumption of wine has been launched to give a voice to citizens, consumers, and the vast wine community. Pivotal to the campaign is this Declaration, which gives a voice to all consumers who enjoy wine in moderation around the world, and the wine communities who work diligently, responsibly, and passionately to develop and preserve the culture of wine by allowing them to register their support.

Signing this Declaration is an important step in defending the legitimate and sustainable place of wine in our society and gaining recognition of the important socioeconomic role wine plays in our economy, rural environment, and in our culture.

By signing the Wine Declaration, you stand by wine as a symbol of conviviality, its millennial culture, its role in shaping our history, our economy, our *terroirs* and our rural communities, and the legitimate place of moderate wine consumption as a part of a healthy and balanced lifestyle.

Why should you sign this Declaration? Every drop counts!

In a time of increasing threats, signing the Declaration is vital to preserving wine's rightful place in society and gaining recognition for its environmental role and its socioeconomic importance in rural communities. Your support will:

Protect the Role of Wine in society and its Cultural Heritage. Wine is deeply ingrained in our millenary culture, reflecting centuries of tradition and community. It has an anthropological and historical role in society and is part of the art of living in many cultures. It is indeed celebrated for its historical significance, and its role in fostering social bonds, and acknowledged by UNESCO as an invaluable component of humanity's intangible cultural heritage, with several protected wine heritages and wine appellation regions in the list.

Value its Socio-Economic impact. Wine is a substantial contributor to the economy, from rural landscape and viticulture to vibrant wine companies, wine producers and wine tourism. It sustains rural areas and helps to combat depopulation in economically and agriculturally challenged regions. The cultivation of vines, the shaping of *terroirs*, the production of wine, and its commercialisation play a fundamental role in keeping rural areas "alive" from an economic, social, and environmental perspective.

Give Voice to Moderation. Joining the Declaration gives a voice to responsible wine lovers globally and supports the dedicated wine community working to preserve wine culture and lifestyle. The culture is reflected in the sharing of wine at convivial mealtimes, avoiding excess, in the context of a healthy and balanced lifestyle.

¹ If you want to consult relevant, unbiased, credible, and sound scientific information on the health, social and cultural aspects of wine drinking, visit www.wineinformationcouncil.com





VITAEVINO





DEFEND WINE *CULTURE AND CONVIVIALITY*

WINE DECLARATION

- ✓ Wine is **tradition and culture**. Wine, a cultural cornerstone, has transitioned from sustenance to a cherished social ritual over centuries. Vineyards and wine regions symbolise the rich interplay between humanity and nature across generations. Recognised by UNESCO as integral to our intangible cultural heritage, wine fosters sustainability and community.
- ✓ Wine is **moderation and conviviality**. Wine enjoyed in moderation complements a modern, balanced and healthy lifestyle. Wine embodies culture, pleasure, taste, community, and fosters conviviality which is embedded in the act of sharing. Embracing wine in moderation is part of the art of living in numerous cultures.
- ✓ Wine is **community and sustainability**. The socioeconomic significance of vineyards and wine production in rural areas is undeniable. The wine sector is instrumental in the preservation of these areas by fostering both environmental stewardship and vibrant community engagement.

By signing this Declaration, I hereby:

<https://presignature.vitaevino.org/>

-  Support the preservation of wine culture and the heritage of wine.
-  Request support for the vital role of wine in rural regions and their economy.
-  Pledge for the legitimate place of moderate wine consumption within a healthy and balanced lifestyle.
-  I claim my right to enjoy wine in moderation.