

Wine in Moderation.eu

Art de Vivre



Stakeholder Brochure



Wine in moderation

Wine: the culture of moderation

Wine production and consumption has been a part of European heritage for millennia. The EU is the largest wine producer in the world, as well as the world's leading exporter of wine products, and the sector contributes some €15bn annually to the EU economy. The wine sector's importance to the European economy should not be counted merely in monetary terms, however.

Wine is also integral to European life and culture. Each wine is a natural, unique product. To ensure its authenticity and quality, wine is subject to comprehensive and strict regulation from the vineyard to the consumer. Appreciated for its flavour, texture, body, colour, bouquet and variety, wine is often the ideal complement to good food.

Wine is a vital sector, an ecological asset, a way of life.

Only by savouring wine moderately and slowly can its complex flavours be fully appreciated and enjoyed.

Wine: a taste for moderation

If consumed in accordance with the recommended guidelines, moderate wine consumption by adults, as part of a balanced diet, is compatible with a healthy lifestyle.

Wine, only appreciated in moderation.

However, while for the majority of consumers wine products represent a pleasurable beverage to be enjoyed in moderation, a minority misuse alcoholic products in ways that are damaging to themselves and that can harm others around them.

Moderation: how much is too much?

The many factors that influence the definition of low risk moderate alcohol consumption for a specific population group, include age, body mass index, ethnicity, family history, general health status and the use of medication. The speed of alcohol consumption and whether it is accompanied by food - as well as the amount and type of food - are also conditions that influence the absorption of alcohol. However, based on available scientific evidence and different references provided by various public health authorities, it is accepted that low-risk moderate consumption ranges between the amounts set out in the guidelines below.

Guidelines for low-risk moderate consumption

- Up to 2 drink units a day for women
- Up to 3 drink units a day for men
- No more than 4 drink units on any one occasion
- Alcohol should be avoided in certain situations such as when pregnant, when taking certain medication or when working machinery

Alcohol consumption: terms of measurement

1 drink unit* representing 10g of pure alcohol equates to:



10cl of wine
at 12 % vol



10cl of sparkling wine
at 12% vol



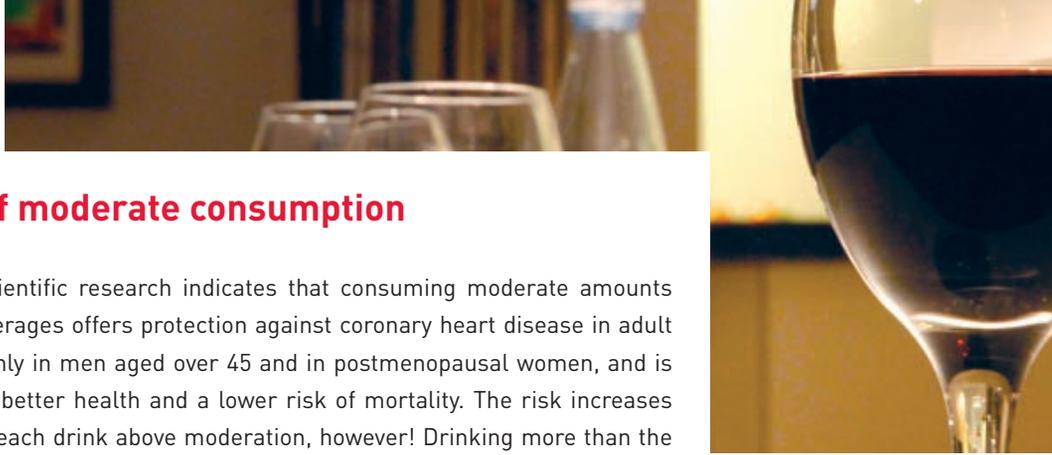
6cl of liqueur wine
at 20% vol



7cl of aromatised wine
at 15% vol

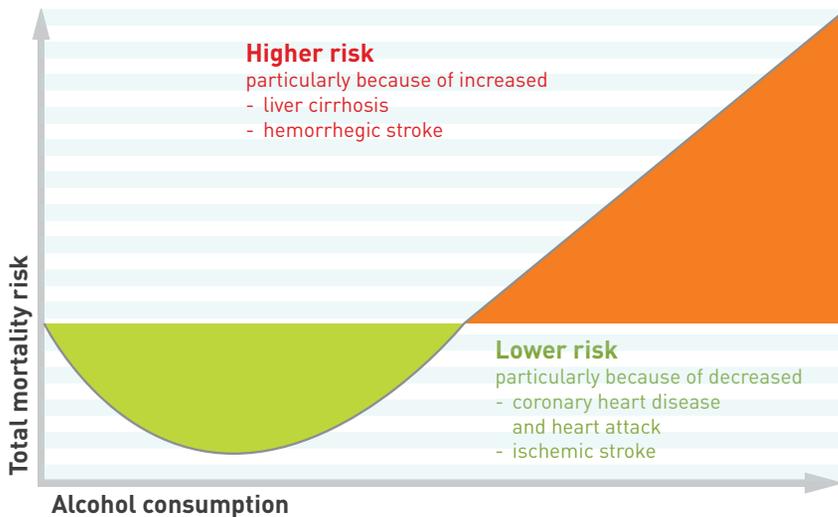
() This term indicates the average content of pure alcohol expressed in the most common units of consumption, although serving volumes and consumption guidelines vary across countries.*





Benefits of moderate consumption

Consistently, scientific research indicates that consuming moderate amounts of alcoholic beverages offers protection against coronary heart disease in adult individuals, mainly in men aged over 45 and in postmenopausal women, and is associated with better health and a lower risk of mortality. The risk increases drastically with each drink above moderation, however! Drinking more than the recommended guidelines will not provide more benefits, only more harm. This widely accepted association is represented in the “J-curve”.



J-curve:
The association
between mortality and
alcohol consumption

Abusive consumption is harmful

Alcohol-related harm resulting from hazardous alcohol consumption is of serious concern, as it is one of the main causes of premature death and avoidable disease. It also has social consequences, both for the drinker and for others in the community.

Causes of death include road traffic accidents, injuries, violence and liver disease. It is also the net cause of 7.4% of all ill-health and early death in the EU and impacts negatively on labour and productivity. Alcohol abuse has also been associated with a range of long-term chronic diseases that reduce the quality of life. These include hypertension, cardiovascular problems, cirrhosis of the liver, alcohol dependence, various forms of cancer, alcohol-related brain damage and a range of other problems.

*“Good wine is a good familiar
creature if it be well used”
(William Shakespeare)*

Pregnant women should avoid alcohol

Heavy consumption of alcoholic beverages in pregnant women can cause malformations of the embryo and their offspring may exhibit symptoms of foetal alcohol syndrome. This is the reason why alcoholic beverages should be avoided during pregnancy.

Wine consumption requires maturity: under-age people should not drink

Since adolescents are still in a phase of physical development, they typically have not fully developed the same capacity to tolerate alcoholic beverages as fully grown adults. Adolescent alcohol consumption is particularly harmful as it interferes with growth, nutrition and personality development. Therefore underage people should not consume alcoholic beverages.

Drinking and driving: never exceed the BAC limits established for drivers

As with any other alcoholic beverage, the consumption of wine affects the capacity to perform certain activities, such as driving. Indeed, there is indisputable evidence that the ability to drive is negatively affected by alcohol consumption. It is for this reason that we recommend to avoid drinking if you drive and – in any case - to never exceed the BAC limits legally established for drivers.

Blood Alcohol Concentration (BAC)

- BAC is the amount of alcohol in the blood stream.
- A BAC level of 0.5 means that an individual has 0.5g of alcohol in their body for every 1 litre of blood.
- Taking a standard drink of 10g of alcohol, BAC will generally increase by 0.2-0.3 for each standard drink.
- A BAC will generally decrease by approximately 0.2-0.1 per hour (3/4 to 1 standard drink, or 8g of alcohol per hour).
- The BAC will increase sharply when alcohol is consumed on an empty stomach.



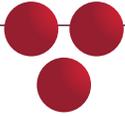
Responsible drinking patterns: steps to enjoying wine to its fullest

There are considerable cross-cultural, social and age group variations regarding drinking patterns. It is vital that responsible drinking patterns such as those which are predominant in traditional wine-producing countries are acknowledged and promoted as a European social norm. Here are some guidelines by the European wine sector for wine drinkers to consume wine responsibly and at the same time maximizing its enjoyment:

- Understand the wine you drink: knowing where its unique character comes from makes drinking the more pleasurable.
- Drink slowly: take the time to savour the wine's distinctive taste.
- Accompany wine with good food: enjoy wine that complements your meals, alongside a glass of water.
- Regular consumption of small amounts of wine is preferable to binge drinking large amounts on a single occasion.
- Do not exceed the guidelines for moderate, low-risk consumption of alcoholic beverages.

**When in doubt,
please consult your physician!**

The authors have taken reasonable care in ensuring the accuracy of the information herein at the time of publication and are not responsible for any errors or omissions.



The European wine sector's WINE in MODERATION programme works to promote responsible consumption as a cultural / social norm, with a view to preventing and reducing alcohol abuse and related harm.



WINEin**MODERATION**.eu

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WINE in MODERATION

Avenue des Arts, 43 – B-1040 Brussels

T +32 2 230 99 70 – F +32 2 513 02 18

www.wineinmoderation.eu