OIVE advocates in Congress to educate in the responsible consumption of wine before a future regulation on minors and alcohol

The Interprofessional Organization of Wine of Spain (OIVE) **has defended before the** Joint Congress-Senate Commission for the Study of the problem of Drugs**, that the future regulation on minors and alcohol contemplates as pillars prevention and education, implying in the same whole society. In the course of her appearance before the Commission, which develops a paper on Alcohol and Minors in order to lay the foundations for a possible regulation of "non-alcoholic minors", its director Susana García, has exposed the intention of the wine sector to contribute to offer solutions to this problem. In that sense, she has announced the intention of the OIVE to elaborate a Code of Commercial Communication of the wine that protects the minors.**

> Since OIVE, it has been requested that the Law focuses on minors, with proportionate and effective measures to help solve the problem, without penalizing the adults who consume and enjoy the product responsibly and in full

During her speech, Susana García has informed the content of the extension of the OIVE standard, which will be in force during three wine years, *and which includes the launching, and immediately, of campaigns to promote wine in the internal market in which the recommendations of moderate consumption will be present.* She has also announced the adoption of a Code of Commercial Wine Communication which, once closed, will be obligatory for all operators in the sector in their communication and advertising with the consumer. In this way, and as highlighted, the wine sector is ensuring a responsible and consistent communication both from the operators and from the Interprofessional itself in its promotional activity.

The Interprofesional del Vino launches these initiatives after more than 4 decades of continued decline in wine consumption in Spain.

> During the appearance, OIVE has claimed to be able to use its own communication code appropriate to the specific nature of the sector, and that it has its recognition in the standard to be developed, committing itself to reinforce its self-regulation for the protection of minors

The director of OIVE has taken advantage of her appearance to present to the deputies and senators the Organization and the sector in its economic, social and environmental dimension, *as well as its trajectory in social responsibility in the matter of the promotion of moderate consumption habits through the* program Wine In Moderation*, which since 2008 has implemented in Spain the* Spanish Wine Federation (FEV).

Before the Commission, the Spanish Wine Federation (FEV) and the Spanish Conference of Wine Regulatory Councils (CECRV) also took part.

Source: OIVE

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