



# ANNUAL REPORT 2023

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# A MESSAGE FROM FIVS'S INTERIM CO-PRESIDENTS

2023 was another year of growth and progress for FIVS. We are grateful to the PRESICO and the entire membership for their ongoing support and encouragement as we work to implement a new strategic orientation that responds in more targeted fashion to the rapidly changing environment that the wine and alcohol sectors face. Key challenges involve a more engaged anti-alcohol movement and initiatives led by international organisations. And our work regarding climate change and sustainability has never been more important.

Following exchanges with FIVS members during our General Assemblies held in 2022 and 2023, we—along with the members of the Presidential Council (PRESICO)—concluded that FIVS should focus particularly on combatting non-tariff trade barriers, and working with significant international organisations, such as Codex Alimentarius, the International Organisation for the Vine and Wine (OIV), and the World Health Organization (WHO). We have been pleased with the extent to which the FIVS Secretariat has taken a hands-on approach in interacting directly with these organisations and participating in virtual and in-person meetings, electronic workshops, and social gatherings.

Throughout the process, FIVS's standing as an effective advocate on critical issues before key policymaking bodies has continued to grow.

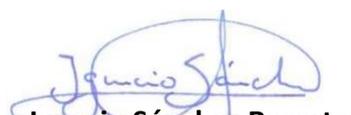
At the same time, FIVS's more public profile on a range of public policy issues has enhanced its significance as an industry actor.

We were also delighted this year to welcome two new members: UKRSADVINPROM, and Comissão de Viticultura da Região dos Vinhos Verdes. We have redoubled our efforts to grow the membership and we greatly appreciate efforts by our members in spreading the news about FIVS's good work.

On a special note, we would like to repeat the heartfelt thanks expressed by us and many others during the 2023 Autumn Gala Dinner to Bennett Caplan for his many years of service and dedication to FIVS. It is hard to overstate the positive impact Bennett had had on FIVS. At the same time, we look forward to welcoming Julie Hesketh-Laird as FIVS's new CEO. We have great confidence in Julie's ability to lead the federation into the future, supported by the very talented members of our Secretariat, Laura Gelezuinas and Karen Geronimo. Lastly, we would like to thank members of the PRESICO for their dedication and support throughout this transitional process; the chairs and co-chairs of our Working Groups, the Codex and OIV Task Forces, and the Scientific and Technical Committee for their leadership and hard work; and members of the Secretariat for their tireless efforts to deliver tremendous value to our members.



  
**Charles Jefferson**  
Interim Co-President

  
**Ignacio Sánchez Recarte**  
Interim Co-President

# 2023 HIGHLIGHTS



23 MEETINGS HELD FOR WORKING GROUPS & COMMITTEES



2 NEW MEMBERS JOINED



SOCIAL MEDIA MORE MEANINGFULLY ENGAGED



13 IN-PERSON CONFERENCES/ MEETINGS ATTENDED AND 3 VIRTUALLY



4 GUEST SPEAKING ENGAGEMENTS



58 COMMENTS SUBMITTED TO THE OIV



2 IN-PERSON CONFERENCES\* ORGANISED



101 NOTABLE PUBLIC POLICY DEVELOPMENTS AND ALERTS SENT OUT



17 COMMENTS SUBMITTED TO THE CODEX ALIMENTARIUS

\*

## BRUSSELS MEETINGS

(15-16 March)



62 participants



15 countries represented



13 guest speakers



CONFERENCES

## LONDON MEETINGS

(25-26 October)



53 participants (registered with FIVS)



20 countries represented



13 guest speakers



# WORKING GROUPS, TASK FORCES, AND COMMITTEES

## ECONOMIC Sustainability Working Group

**Chairs:** **Jamie Ferman** (Senior Director of International Public Policy at Wine Institute), and **Nicola Tinelli** (Head of Institutional Affairs at Unione Italiana Vini)

The Economic Sustainability (ECON) Working Group (WG) was delighted to welcome two new co-chairs, Jamie Ferman and Nicola Tinelli. Under their guidance, the WG continued to focus on the facilitation of wine trade and the elimination of trade barriers by sharing views with international organisations and national authorities, as well as by coordinating positions on regulatory issues. The “hot topics” of the year included:

- **No and Low Alcohol Wines:** Members kept up to date with the products being commercialised under this category around the world, and discussed how should they be regulated in a way that would not lead to the creation of further trade barriers.
- **Health Warning Labels:** The WG carefully followed and submitted comments responding to the Irish World Trade Organization (WTO) notification regarding health warning labels.
- **Ingredient and Nutritional Labelling:** FIVS apprised its members about regulatory developments, such as in the case of the new European Union (EU) mandatory labelling requirements and digital labelling norms.
- **Taxation:** The WG provided updates on the new United Kingdom (UK) taxation scheme that entered into force on 01 August 2023.

## ENVIRONMENTAL Sustainability Working Group

**Co-chairs:** **Patricio Parra** (Manager of Research, Development, and Innovation at Vinos de Chile), and **Chris Savage** (Vice President, EH&S and Sustainability for E. & J. Gallo Winery)

The Environmental Sustainability (ENVIRO) WG focused its efforts on addressing global environmental challenges in the areas of sustainability standards and certification schemes. The ENVIRO WG also sought to improve the sector’s communications with retailers and consumers.

- **Publication of the updated FIVS Global Wine Sustainability Principles:** Created in 2006, the FIVS Sustainability Principles provide a common framework for the international wine industry’s approach to sustainability and are aligned with the United Nations Sustainable Development Goals (UN SDGs). These principles were completely rewritten this year to include emerging social and economic sustainability issues, as well as governance objectives.
- **Launch of the Global Sustainable Wine Website:** A [new website](#), accessible to the public, was created to house the updated Sustainability Principles. The website also offers a collection of sustainability programmes from around the world and aims to improve the sector’s communications on sustainability efforts.
- **Results of the FIVS Sustainability Survey:** The WG conducted a survey to assess the convergence of its members’ sustainability standards with the FIVS Sustainability Principles. The results showed that all FIVS member programmes were aligned with the principles. The WG will disseminate this information in targeted fashion and will identify areas where there is room for improvement.

**Chair:** *Simon Stannard* (European and International Affairs Director at the Wine and Spirit Trade Association (WSTA)), and **Assistant Chair:** *Michel-Laurent Pinat* (Legal Secretary General of the French Association for Bottlers and Distributors (AFED))

The Social Sustainability (SOCIAL) WG advanced the wine sector’s interests in line with the objectives of the UN SDGs. Highlights from the past year include the following:

- **Irish WTO notification:** In coordination with FIVS members and others in the alcohol sector, submitted [a comment](#) to the WTO Committee on Technical Barriers to Trade (TBT) in April, pointing out the WTO inconsistencies of the new **Irish requirement** for affixing warning labels on alcohol bottles. The Irish law obligated producers to add warnings on the dangers of alcohol consumption, including providing information about the putative linkages between alcohol and fatal cancers and the risks of liver disease.
  - FIVS assisted members in communicating their views and created a [background document](#) with key points about the new law’s inaccuracies.
  - The arguments included that (1) the health warnings were inaccurate, misleading, and not substantiated by evidence; (2) the proposals created unnecessary barriers to trade, and (3) the Irish Government had less trade-restrictive alternatives.
- **Economic Operators (EO):** Participated in an **EO meeting** in March 2023 with the WHO and provided the latter with information about the role that the sector plays in ensuring that wine is offered responsibly.
- **Anti-alcohol developments around the world:** Kept members informed weekly.
- **FIVS-Assure:** FIVS staff updated the [FIVS-Assure](#) database to ensure that members were apprised of novel approaches and programmes about enjoying wine in moderation.

## SCIENTIFIC AND TECHNICAL Committee

- **Ingredient & Nutritional Labelling:** The STC is reviewing typical levels of energy carbohydrates, polyols, proteins, fats, and salt in wine to create an internationally recognised corpus of typical values that will help promote international alignment within the wine industry.
- **Fire Impact Subgroup:** The Subgroup participated in the third round of proficiency testing for fire impact. Freeze dried grape homogenate samples were sent out to laboratories around the world to test for fire impact markers. The results are expected next year and will help the industry agree upon a common set of fire impact markers to be tested when grapes have been exposed to fires.
- **Collaboration with Oenoppia on FIVS-APACE:** The two organisations worked together to create fact sheets on wine additives to help wine professionals communicate on the nature of these substances.

*Co-chairs: Paul Huckaba* (Manager of Technical, Environmental, and International Affairs at Bronco Wine Company), *Jennifer Turner* (Head of Technical Policy at WSTA), and *Eric Wilkes* (General Manager, Commercial and Regulatory Affairs at the Australian Wine Research Institute and General Manager of Affinity Labs)

The Scientific and Technical Committee (STC) continues to be one of the most significant gatherings of industry technical competence at an international level. Its mission is to promote a better understanding of scientific matters that form the basis for the introduction of new regulations around the world.

# CODEX ALIMENTARIUS **Task Force**

**Chair:** *Tim Ryan* (Senior Director, Regulatory Affairs and Compliance at E. & J. Gallo Winery)

Taking advantage of FIVS's official status as an observer, the Codex Task Force (TF) monitored and submitted comments to Codex Alimentarius on a variety of issues, including wine additives, allergen labelling, sustainability labelling, e-commerce matters, remote audits, the control and prevention of food fraud, and the use of technology to provide food information.

- **Recognition of wine additives in the General Standard for Food Additives (GSFA):** Following many years of negotiations, Codex members agreed to adopt "Good Manufacturing Practice" (GMP) as the de facto approach for wine additives with no "Acceptable Daily Intakes" (ADI), including an additional footnote allowing for the possibility to further specify the appropriate use consistent with the OIV's Code of Oenological Practice. This compromise was reached in part due to the TF's involvement with Codex national delegations.
- **17 FIVS position papers submitted to Codex committees, including:** The Codex Committee on Food Import and Export Inspection and Certification Systems (CCFICS), Codex Committee on Food Labelling (CCFL), Codex Committee on Food Additives (CCFA), and the Executive Committee of the Codex Alimentarius (CCEXEC).
- **Representation of FIVS in-person or virtually:** Participated in **six electronic working groups** and attended the **53<sup>rd</sup> session of CCFA** in Hong Kong, China; the **47<sup>th</sup> session of CCFL** in Ottawa, Canada; and the **46<sup>th</sup> session of the Codex Alimentarius Commission** in Rome, Italy.

## OIV Task Force

**Co-chairs:** *Şeyma Baş* (Senior Manager, Brand Strategy, Constellation Brands), *Paul Huckaba* (Manager of Technical, Environmental, and International Affairs at Bronco Wine Company), and *Ignacio Sánchez Recarte* (Secretary General of CEEV).

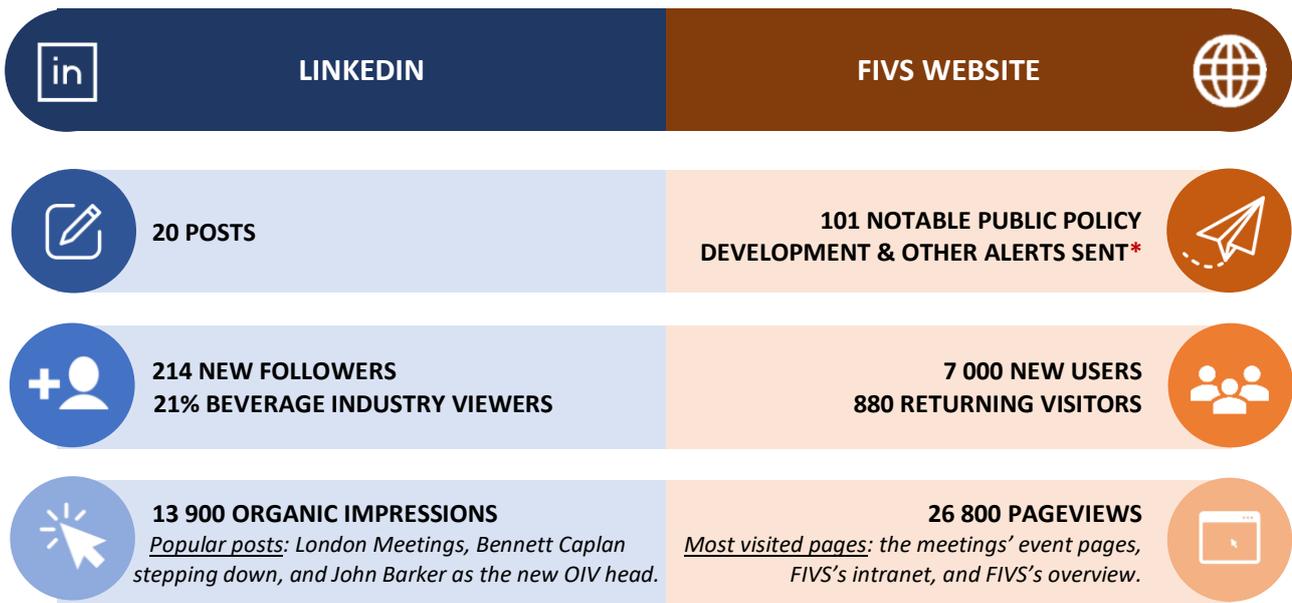
The new OIV TF concentrated its efforts on improving FIVS's collaboration with the OIV in the following areas:

- **Submission of 58 comments to the OIV:** FIVS provided comments on OIV resolutions to ensure coherence between OIV recommendations and industry practices.
- **Representation of FIVS at meetings:** OIV Spring Meetings in Dijon, France in March, OIV Congress in Jerez, Spain in June; and the WTO-OIV Vine and Wine World Trade Forum in Dijon, France in October.
- **Participation in the following five eWGs:** 1. Health warning labels, 2. Certificates of analysis, 3. Dealcoholised and partially dealcoholised wines, 4. Labwork, and 5. Accounting for greenhouse gases.

# EXTERNAL RELATIONS

## COMMUNICATIONS

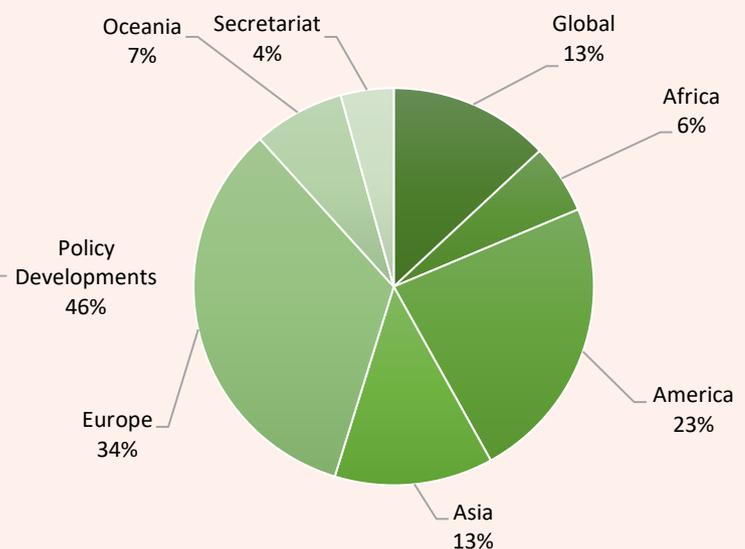
FIVS communicated its views throughout the year via its website, alerts to the membership, posts on social media, and by other means.



**\*TOPICS COVERED BY THE ALERTS**



**\*REGIONS COVERED BY THE ALERTS**



# INTERNATIONAL COOPERATION AND PARTNERSHIPS

## WINE IN MODERATION (WiM)



FIVS and WiM continued to encourage the adoption of responsible consumption programmes and reducing harmful drinking around the world.

On 15 March, FIVS upgraded its existing memorandum of understanding (MoU) with WiM culminating in a signing ceremony in Brussels, Belgium, at the FIVS Spring meeting. The new MoU reinforced the long-standing cooperation between the two organisations and demonstrated the wine sector's global commitment to discourage the harmful use of alcohol.



In October, FIVS attended WiM's Congress on "Lifestyle, Diet, Wine & Health" which took place in Toledo, Spain.



## FIVS-ABRIDGE COMPETITION

In March, FIVS-Abride held the [3<sup>rd</sup> Annual Abridge Wine and Spirits Global Competition](#) in Dijon, France, at the Burgundy School of Business. Students from the Burgundy School of Wine and Spirits Business and the University of Reims Law School teamed up to tackle a real-world business problem with significant regulatory considerations. Many of the judges from around the world were FIVS members.



## JEAN-JACQUES BOUFFARD SCHOLARSHIP



Established in 2017, the Jean-Jacques Bouffard Scholarship offers the opportunity for a young professional to attend the annual Reims School of Wine Law Summer Program. Şeyma Baş of Constellation Brands was selected as this year's scholar and attended the week-long programme in Reims which focused on sustainability.

# FIVS INSIDE TRACK

## NEW MEMBERS

### VINHOS VERDES (CVRVV) (Affiliate Member)



“Comissão de Viticultura da Região dos Vinhos Verdes” promotes strategies that defend and enhance the reputation of wines from the Demarcated Region of Vinhos Verdes. The CVRVV further pursues projects that enable wine producers from the Vinhos Verdes region to offer fine wines to consumers around the world.

### UKRSADVINPROM (Full Member)



The Public Union “Ukrainian Association of Gardeners, Winegrowers and Winemakers” is a non-profit association founded in 2016. It currently is comprised of 200 members, of which 75 are local wine and spirits producers (representing 80% of the market), viticulturists, as well as individuals and companies in the agricultural fruit and berry sectors. Its president is currently the Head of the Official Delegation of Ukraine to the OIV.

## PRESIDENTIAL COUNCIL (PRESCO)

Members of FIVS’s PRESCO were called upon for their guidance and expertise as FIVS resolved issues related to the interim presidents’ new responsibilities. PRESCO members served in subcommittees addressing issues pertaining to FIVS’s growth and acted as a sounding board on new challenges. More specifically, the PRESCO helped improve FIVS’s governance, identified and interviewed candidates for the position of CEO, and refined the organisation’s new strategic orientation, which now guides the work of FIVS’s working groups, committees, and task forces. As usual, the PRESCO also oversaw the financial soundness of the Federation and reached out to attract new members.

## INTERIM CO-PRESIDENTS

In March 2022, **CHARLES JEFFERSON** and **IGNACIO SÁNCHEZ RECARTE** agreed to serve as FIVS’s interim co-presidents when Greg Hodson stepped down as president. The co-presidents continued their work throughout 2023 in leading efforts to ensure that FIVS focused on matters related to the Federation’s new strategic direction. They both participated actively in FIVS’s working groups, committees, task forces, and other FIVS initiatives—enabling FIVS to conduct effective, united advocacy on strategic issues. They bolstered their leadership of the PRESCO, met regularly with members of the Secretariat to offer input into their work, and suggested initiatives to make progress on new Federation imperatives. They led search efforts to replace FIVS’s Head of Secretariat, identifying and hiring the new CEO. The co-presidents met in person and virtually with FIVS members and prospective members to better understand what they expected from FIVS. They also publicised FIVS’s contributions to the alcohol sector in meetings with international organisations, academic institutions, and other industry bodies.

# SECRETARIAT



**BENNETT CAPLAN**, Head of Secretariat, was responsible for numerous key projects that were of value to FIVS members. He organised the programmes for the FIVS meetings in Brussels, Belgium in March, and London, England in November, enlisting speakers who provided informed views on key developments. He supported FIVS's work in its interactions with the WHO, the OIV, and other bodies. In keeping with the view that the Secretariat should become more visible, he spoke at numerous events during the latter part of 2022 and throughout 2023, including the 2023 AIDV Meeting in Madeira, Portugal, an AIDV US Chapter virtual seminar, the University of Reims's summer Law Program, the OIV Commission III 2023 Spring meetings, the FIVS 2023 Spring & Autumn meetings, WineAmerica's 2023 annual meeting, a WineAmerica webinar on labelling, an online seminar organised by the Porto Protocol, and the 2023 AIDV meeting in Kelowna, British Columbia.

**LAURA GELEZUINAS**, Deputy Head of Secretariat, was responsible for a tremendous amount of the Federation's work—both leading and supporting FIVS's Economic and Environmental Sustainability Working Groups, our Fire Impact Subgroup, our Scientific & Technical Committee, our Codex Alimentarius Task Force, and our OIV Task Force. In keeping with the new view that the Secretariat should more actively assume the work of the Federation, Laura worked directly on numerous Codex Alimentarius and OIV-related matters. Laura also represented FIVS in alcohol sector meetings throughout 2023, including the Codex Alimentarius's CCFL meetings in Ottawa, Canada, and the OIV World Congress in Jerez, Spain. Laura made presentations and participated in panels at the Transatlantic Symposium on Wine Law Policy, the Alentejo Winegrowing Symposium, the OIV's Wine World Trade Forum on non-tariff trade barriers, and the Burgundy School of Business.



**KAREN GERONIMO** ably supported the Federation's social sustainability work, managing the functioning of FIVS's Social Sustainability Working Group and, with the assistance of interns, upgrading the FIVS-Assure database by adding new responsibility sites and initiatives. Karen also represented FIVS at industry meetings, such as the Congress on "Lifestyle, Diet, Wine & Health", which took place in Toledo, Spain in October. Throughout the past year, Karen helped structure how FIVS members could meet virtually and make progress on FIVS initiatives. She also managed the Federation's increased communications-related matters, especially as FIVS became more engaged in social media. As FIVS's Office Manager, Karen was responsible for and improved the Federation's administrative capabilities.



# PLANS FOR 2024

01

FIVS is delighted to welcome **Julie Hesketh-Laird**, who will begin her work as the new CEO of FIVS in February 2024. She will replace **Bennett Caplan**, who has served as FIVS's Head of Secretariat for twenty years.



02

FIVS plans to hold its **Spring conference in Brussels, Belgium in April** 2024, as well as a second meeting later in the year. FIVS will continue to hold regular, virtual, and in-person meetings of its working groups, committees, and task forces.



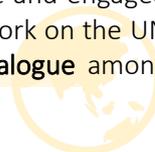
03

**Work will continue** on many critical initiatives by further publicising the FIVS Sustainability Principles, completing the FIVS Sustainability Survey to cover practices around the world, updating the FIVS-Assure and FIVS-APACE websites, and making progress on FIVS's collaboration with the OIV through the new FIVS-OIV Task Force.



04

FIVS will continue to work more generally to advance a more sustainable and engaged alcohol beverage sector. The Federation looks forward to furthering its work on the UN SDGs and serving member interests, especially by fostering a **global dialogue** among industry members, governments, and international organisations.



## ACRONYMS & ABBREVIATIONS

**ADI** Acceptable Daily Intakes

**Codex** Codex Alimentarius

**Codex TF** FIVS Codex Task Force

**EU** European Union

**GMP** Good Manufacturing Practice

**OIV** International Organisation for the Vine and Wine

**PRESCO** Presidential Council

**STC** Scientific and Technical Committee

**UN SDGs** United Nations Sustainable Development Goals

**UK** United Kingdom

**WG** Working Group

**WHO** World Health Organization

**WiM** Wine in Moderation

**WTO** World Trade Organization

**WWTG** World Wine Trade Group