

2021




# FIVS

## ANNUAL REPORT

*Platinum Edition*  
*since 1951*





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# ACRONYMS AND ABBREVIATIONS

## ACRONYMS AND ABBREVIATIONS

<b>AFED</b>	French Association for Bottlers and Distributors
<b>APEC</b>	Asia-Pacific Economic Cooperation
<b>APEC-WRF</b>	Asia-Pacific Economic Cooperation Wine Regulatory Forum
<b>CODEX</b>	Codex Alimentarius
<b>EU</b>	European Union
<b>IWTS</b>	International Wine Technical Summit
<b>MRLs</b>	Maximum Residue Limits
<b>OIV</b>	International Organisation for the Vine and Wine
<b>PRESCO</b>	Presidential Council
<b>STC</b>	Scientific and Technical Committee
<b>TF</b>	FIVS Codex Task Force
<b>UN SDGs</b>	United Nations Sustainable Development Goals
<b>U.S.</b>	United States of America
<b>WG</b>	Working Group
<b>WHO</b>	World Health Organization
<b>WSTA</b>	Wine and Spirit Trade Association
<b>WWTG</b>	World Wine Trade Group



# A MESSAGE FROM THE PRESIDENT

## 1. A MESSAGE FROM THE PRESIDENT

As you read through the pages of this latest Annual Report, you will quickly realise that 2021 was a year in which we were very busy, but not with “busy work” – activity for the sake of it. It also marked 70 years since our Federation came into existence – its platinum anniversary! Many, many things have changed since 1951, but at its core, FIVS is still the premier international body for the alcohol beverage industry, still seeking to bring an industry perspective to those charged with developing standards and regulations for our products, and still a focal point for cordial and constructive collaboration for the benefit of everyone in the industry!

I recently put together a presentation to try to give an overview of FIVS to those who might be interested. It is quite a challenge to do this succinctly and still give sufficient emphasis to all the important work we do. It takes quite a while now to explain all the areas in which FIVS is engaged through its Working Groups, Codex Task Force and Scientific and Technical Committee and is making a difference for its members, covering a broad range of activities including the following:

- Representing the interests of the industry in front of international, intergovernmental organisations such as Codex Alimentarius, the OIV, WWTG, IWTS and the WHO (see “Acronyms and Abbreviations” above for an explanation of these),
- Undertaking technical projects to help the industry better understand and measure the possible product impacts from wildfires,
- Producing and updating databases, statements of principle and other tools to guide members in responding to significant changes in the regulatory landscape, and to help educate others about our products and the most appropriate ways to regulate them.

I won’t go into more detail here because that would simply repeat the contents of the balance of this report.

All the while, we are conscious that our overarching goal is to assist the global industry as it seeks to become more and more sustainable. Our structure reflects our triple bottom line emphasis of environmental, social, and economic sustainability and we refer back to the United Nations Sustainable Development Goals to ensure that our efforts are as fully aligned with them as possible (we did an assessment in 2021 to make sure our resources are optimally deployed to that end).

What we have found over the years is that every success we achieve as a federation (and there have been many in recent years) increases our credibility and standing as a voice for the international industry. This, in turn, opens doors of opportunity to take on bigger and more exciting projects. I am particularly pleased in this regard that 2021 saw the launch of two new initiatives: the “WIDER” project (Wine Is Distinctive: Evidence and Rationale) and the establishment of a steering group that is exploring

the possibility of creating a Sustainability Forum with major retailers and others. You'll find a little more information on these below, but please contact our Secretariat for a fuller explanation. I am confident that each of these will add significant value to the FIVS membership in years to come.

One thing that is impossible to put a value on, though, is the commitment and the effort of our members who see the benefits of what we are working to build and achieve together. The COVID era has underscored this time and again, as friends in Australia join us at 5:30 am on Zoom calls, and friends in Europe, South Africa and further east join the same calls at midnight and beyond in their local times. So many members in FIVS go above and beyond in helping to produce papers, guidance documents, comments to international organisations etc.! I have to say that the friendly and constructive collaboration we enjoy in these ways is a huge highlight for me, and seems to encapsulate so much that FIVS has come to stand for.

We call FIVS a "family" because of these relationships that we enjoy and depend upon, and we were delighted this year to welcome three new members to join us – Fetzer Vineyards as a full member, and Cooperages 1912 and the Enological Supply Organisation as affiliate members. Our efforts to grow the family continue and we appreciate those who have sought to spread the word and to introduce us to others.

As you read the report below, then, and especially if you are a member of FIVS, please don't see it as a list of activities that the Secretariat and the PRESCO have done – because it isn't and it couldn't be (though I have to say that our Secretariat team and our PRESCO are both outstanding!) See it, rather, as a summary of what the family has done by working together, and take pride in that as I do. And also, please remember all the enjoyment and other benefits we have derived as we have collaborated in this way. That, I think, is what began to happen back in 1951. It is very special, and it is stronger than ever as we celebrate our platinum anniversary!



President



# HIGHLIGHTS



**32**  
CONFERENCE CALLS  
FOR WG & COMMITTEES  
*That's 2-3 conference calls  
a month*

LAUNCH OF  
FIVS-ASSURE'S  
OVERHAUL

UN SDG  
GAP ANALYSIS

LAUNCH OF FIVS'S  
COMMUNICATION  
CAMPAIGN STRATEGY  
*(Gained 27 new followers  
over 3 months)*

**2**  
VIRTUAL CONFERENCES  
*(The sustainability symposium  
and the round table series)*

MORE ACTIVE ON  
LINKEDIN

**70**  
YEARS OF FIVS  
*Platinum Anniversary*

**5**  
VIRTUAL CODEX  
MEETINGS ATTENDED  
*(CAC44, CCFL46, CCFA52,  
CCFICS25, CCGP32)*

SOCIAL SUSTAINABILITY  
SURVEY

**3**  
NEW MEMBERS

**49**  
NOTABLE POLICY  
DEVELOPMENTS AND  
ALERTS SENT OUT  
*(That's one alert per week)*

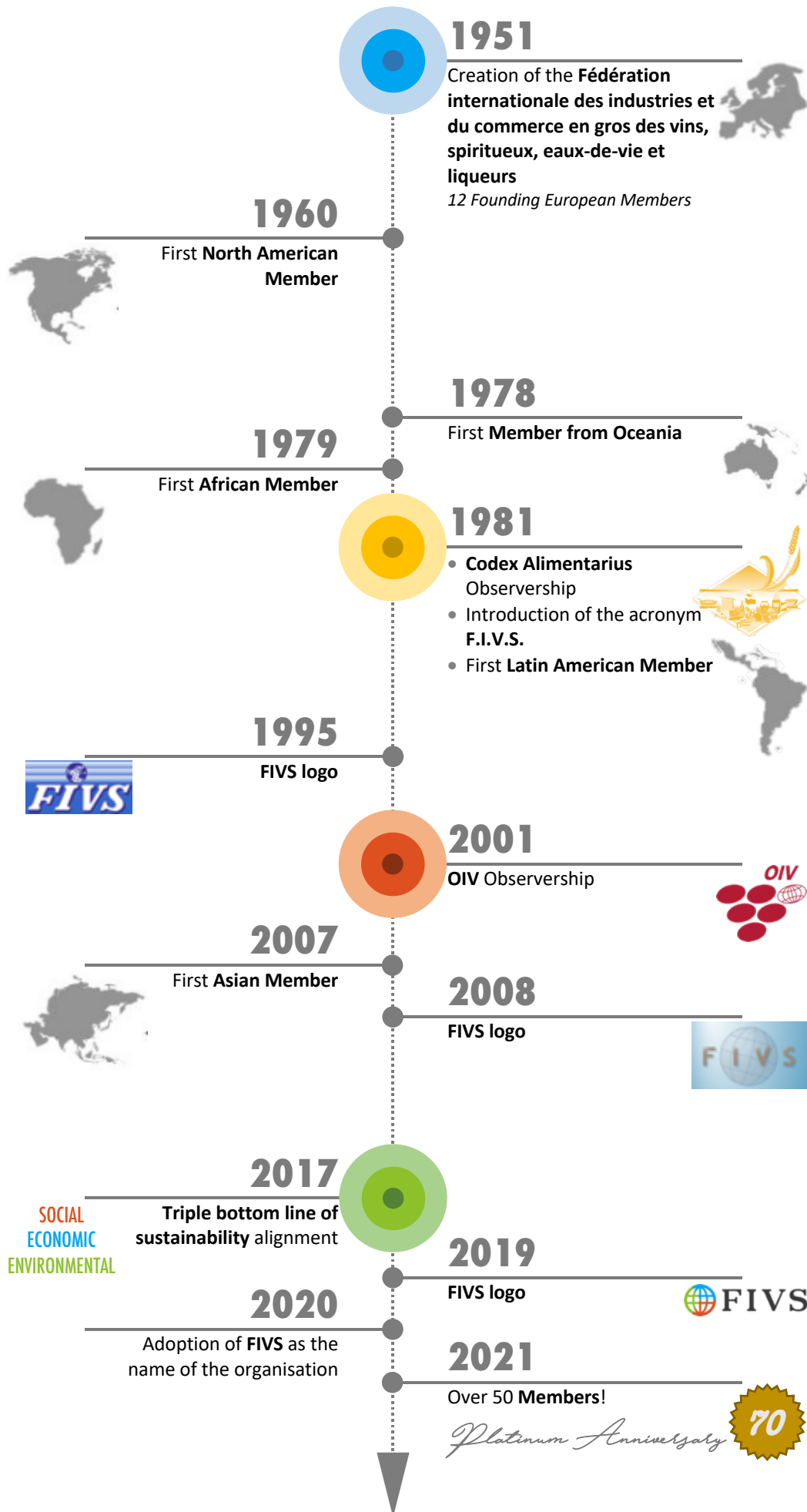
**83**  
COMMENTS SUBMITTED  
TO THE OIV

INCREASED PRESENCE  
IN THE MEDIA AND  
OTHER LITERATURE

NEW EDITION OF  
THE MARKETING AND  
ADVERTISING  
GUIDING PRINCIPLES

**4**  
4 COMMENTS SUBMITTED  
TO CODEX ALIMENTARIUS

LAUNCH OF  
REBUILT FIVS-SPACE



FIVS THROUGH THE YEARS

# UN SDGS

## 3. FIVS AND THE UN SDGS (UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS)



### 3.1 Gap Analysis

Building upon the initial success of its brochure *FIVS and the United Nations Sustainable Development Goals – Walking the Talk*, FIVS continued to focus its efforts to make progress towards achieving these goals. An updated 2022 version of the brochure was released showing how FIVS

and its membership (which encompass approximately 75% of the wine traded globally) contribute to 13 out of the 17 SDGs.



FIVS's working groups/committees/task force performed a UN SDG gap analysis, evaluating whether each group is active in all the relevant UN SDG areas, and indicating which FIVS activities should be prioritised in 2022-2026. The results of this exercise, below, will help shape FIVS's next five-year strategic plan.

### *FIVS Platinum Anniversary Fun Fact*

In 2004, FIVS adopted its first Strategic Plan which set its direction and purpose for the future and acknowledged sustainable practices as a key success factor for the alcohol beverage industry.

“A successful global beverage alcohol industry, operating on the principles of corporate social responsibility, sustainability, and focus on consumer interests, in an environment free from trade-distorting factors of all kinds”.



FIVS meetings through the years.



1960s



2003



2011



2015



2016



2020 (during the pandemic)

### 3.2 FIVS Virtual Sustainability Symposium



**2**  
meetings



**46**  
participants



**16** countries  
represented



Launch of  
rebuild  
**FIVS-Assure**



**5** guest  
speakers



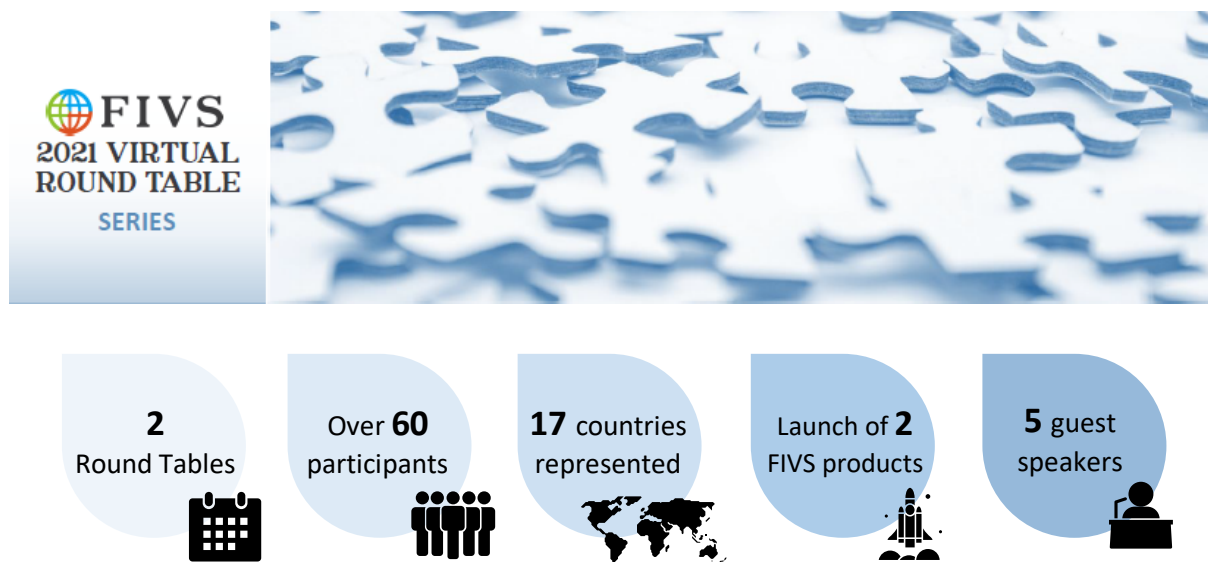
Due to COVID-19 restrictions, FIVS members convened virtually for the Spring meetings for the second year in a row. The Symposium consisted of two meetings addressing current social, economic, and environmental sustainability concerns of the industry. The first session discussed the significance of the World Health Organization (WHO) action plan for its global strategy to reduce the harmful use of alcohol; and the second session addressed how the pandemic is changing the nature of illicit trade in alcohol beverages, as well as the issue of sustainability from a large retailer perspective. Guest speakers included:

- Jan Stiehle of Stiehle Consulting
- David Luna, President and CEO of Luna Global Networks
- George Soleas, President and CEO of Liquor Control Board Ontario (LCBO)
- Aaron Campbell, Vice President of Corporate Affairs, Strategy, and Sustainability at LCBO

The enhanced FIVS-Assure database (see 4.3 for more information) was launched on the second day.

FIVS held its 77th General Assembly virtually on 06 May. Members adopted the budgetary report from 2020, and reviewed the report of the Presidential Council (PRESCO) Financial Subgroup regarding FIVS’s financial sustainability and viability. In addition, FIVS members reappointed as President, Greg Hodson (Chief Technical Regulatory Liaison for E. & J. Gallo Winery); as Vice President, Michael Lurie (Senior Vice President, Brand of Constellation Brands); and as Secretary, Bruno Kessler (Chief Winemaker for INVIVO Wine and President of the French Association for Bottlers and Distributors).

### 3.3 FIVS Virtual Round Tables



The Virtual Round Tables offered the occasion to consider critical challenges facing the alcohol beverage industry, as well as how FIVS members might best respond in line with its commitment to the UN SDGs. The sessions discussed the WHO’s alcohol action plan and government policy, and the realities for wine and spirits of ingredients and nutrition labelling. The following guest speakers shared their insights:

- Laurent Scheer, Vice President of Global Public Affairs and Alcohol in Society at Pernod Ricard
- Patricia Callan, Director of Drinks Ireland at Ibec
- Kurt Moore, CEO of the South African Liquor Brandowners’ Association, and Member of FIVS’s Presidential Council
- Dr. Ignacio Sanchez Recarte, Secretary General of Comité européen des entreprises vins, and Vice President of FIVS
- Jean-Philippe Perrouty, Director at Wine Intelligence

[FIVS Guiding Principles for Advertising and Marketing Practices for Alcohol Beverages](#) (see 4.5 for more information) was launched on the first session and FIVS-APACE (see 7.2 for more information) on the second one.



## 4. SOCIAL SUSTAINABILITY

Successfully led by its Chair, the Wine and Spirit Trade Association’s (WSTA) Simon Stannard, and Assistant Chair, the French Association for Bottlers and Distributors’ (AFED) Michel-Laurent Pinat, the Working Group (WG) and its subgroups have worked tirelessly to support the interests of the industry in keeping with the objectives of the UN SDGs. Among other activities, the (WG) supported the preparation of FIVS’s next five-year strategic plan, continued to address the work around the WHO’s Global Alcohol Action Plan (GAAP), and revised FIVS’s Guiding Principles for Advertising and Marketing Practices for Alcohol Beverages.

### 4.1 COVID-19

FIVS’s [COVID-19 page](#) was maintained providing members and partners with relevant resources regarding the pandemic. These resources—which should not be considered as legal advice but intended for informational purposes only—are categorised into four main topics: the most recent news and trends from around the world, technical and sanitary measures, national guidelines, and the support provided by governments and international agencies.

The webpage is still updated in three languages (English, French, and Spanish) as new information becomes available.

A separate newsletter focusing only on COVID-19 matters was continued, and integrated into the “Notable Public Policy Developments Around the World” updates later in the year.

### 4.2 World Health Organization Consultation

The WHO continued to [solicit feedback](#) from its member states, governmental and intergovernmental organisations, and “non-state actors” (such as FIVS) regarding its draft action plan for 2022-2030 to implement the Global Strategy to Reduce the Harmful Use of Alcohol. FIVS submitted a second set of comments in September 2021 (building on those made in December 2020) as the document moved through the final drafting stages at the WHO. The WHO Executive Board meeting in January 2022 will consider whether to recommend the draft action plan for adoption by the World Health Assembly meeting in May 2022.

The WHO [met virtually in June 2021](#) with representatives of economic operators in the alcohol beverage sector. FIVS represented the global wine sector during these meetings, making key interventions regarding trade, marketing, and advertising, while stressing the importance of a whole-





of-society approach and expressing concern that the draft action plan strayed from the original mandate set by the WHO member states.

### 4.3 FIVS-Assure

[FIVS-Assure](#) is an online database that contains exemplary social responsibility initiatives and good practices by the wine, spirits, and beer sectors from around the world. It is accessed from our website and is freely accessible to all visitors.



On 12 May 2021, FIVS launched an improved version, offering an intuitive design with additional features that enable users to locate a wider range of initiatives more easily. FIVS-Assure now has a more user-friendly interface featuring three sections:

- a national drinking guidelines interactive map that includes governmental recommendations,
- a section that highlights exemplary programmes, and
- the initiatives database itself, enabling filtering by location, topic, recommendations or obligations, and implementing bodies.



FIVS-Assure provides a vital resource for consumers, the industry and regulators, and it is important that all interested parties are made aware of its existence. In this light, the FIVS Secretariat developed a communication strategy around FIVS-Assure and other FIVS activities with the objective to spread FIVS-Assure further and demonstrate to a broader audience how the alcohol beverage sector has been working to promote social responsibility and initiatives that discourage the harmful use of alcohol. Initiatives from FIVS-Assure began to be highlighted in our LinkedIn posts from October onwards.

See 10.2 to see more about FIVS’s communications strategy.

### 4.4 Social Sustainability Survey

FIVS conducted a short survey where FIVS Members were asked about their engagement in social sustainability activities, and specifically their familiarity with the various tools and initiatives that FIVS has developed to assist the industry in pursuing these matters. The survey demonstrated a very high level of awareness and implementation of the FIVS tools and initiatives that help the industry counter the harmful use of alcohol beverages.

Please refer to [ANNEX – SOCIAL SUSTAINABILITY SURVEY](#) for more information.

## 4.5 FIVS Guiding Principles for Advertising and Marketing Practices for Alcohol Beverages

The [FIVS Guiding Principles for Advertising and Marketing Practices for Alcohol Beverages](#) was revised by the subgroup with the same name and reorganised into a more user-friendly format. A one-pager (image on right) highlighting the core principles completes the document.

*FIVS Platinum  
Anniversary Fun Fact*

This guidance document was produced in 2011, was first updated in 2015 by adding an annex on digital marketing in response to the rapid growth and increased relevance of digital marketing and advertising, and refreshed in 2021.



**FIVS**

### ADVERTISING AND MARKETING GUIDING PRINCIPLES

FIVS Members and Affiliates have committed to ensuring that marketing and advertising communications are conducted in a manner that encourages consumption of alcohol beverages in moderation and with responsibility as part of a balanced diet.

These commitments apply to any medium including cinema, internet, social media, outdoor media, print, radio, television, telecommunications, or other direct to consumer media, including new and emerging technologies, without limitation. These commitments apply to direct communications as well as indirect representations paid for by companies, such as through the use of influencers and brand ambassadors.

The following general principles have been identified as fundamental in this area.

- 1 CONSUMPTION SHOULD BE REPRESENTED AT AN APPROPRIATE AGE**  
The consumption of alcohol beverages by minors is a serious concern globally. Advertising and marketing should feature consumption only by individuals who are older than the national legal drinking age to help promote responsible consumption.
- 2 ADVERTISEMENTS AND MARKETING SHOULD BE PLACED IN A WAY THAT DOES NOT APPEAL TO UNDER-AGED CONSUMERS**  
Advertisements and marketing are intended for adults of legal drinking age who choose to drink and should not be placed in any media directly or indirectly appealing to those below the legal drinking age.
- 3 ALCOHOL BEVERAGE CONSUMPTION SHOULD ONLY BE REPRESENTED IN MODERATION AND WITH RESPONSIBILITY**  
Advertisements and marketing initiatives should never encourage or make light of harmful drinking practices. Advertisements and marketing initiatives are most constructive when they feature alcohol consumption in a safe and appropriate manner and setting.
- 4 CONSUMPTION SHOULD NOT BE REPRESENTED AS LINKED WITH THERAPEUTIC BENEFITS OR PERSONAL SUCCESS**  
Advertisements should not link alcohol consumption with therapeutic benefits or to personal, business, social, sporting, sexual or other success. All marketing and advertising communications will be accurate, truthful and not promote any health benefits.
- 5 CONSISTENCY WITH THESE PRINCIPLES SHOULD BE ENSURED BY A VETTING SYSTEM**  
Self-regulatory mechanisms for advertisements and promotional materials have led to a substantial reduction in inappropriate alcohol advertisements. One effective element of a self-regulatory approach is the establishment of a system by which materials can be reviewed against codes of best practice and other principles and found to be in compliance with them before use.
- 6 DIGITAL ADVERTISING AND MARKETING SHOULD PROTECT USER PRIVACY AND PREVENT THOSE UNDER THE LEGAL AGE FROM ACCESSING IT**  
Industry members should take measures to protect the privacy of users of their digital platforms. Due to greater digital accessibility, it has become necessary for industry members to take additional steps to ensure that all their alcohol-related digital campaigns are not accessible to underage users.
- 7 EVENT SPONSORSHIP SHOULD BE DONE APPROPRIATELY AND RESPONSIBLY**  
Alcohol beverage companies and associations play a valuable role in supporting many community events and activities. They are normally able to promote their products at these events, as well as having the right to promote their association with the events and event participation. Alcohol beverage companies are urged to ensure that their promotions are consistent with these principles and with applicable national codes of best practice, and in particular, that they: • employ promotional staff, • promote, serve, or give prizes to people, who are above the national legal drinking age.

October 2021

## 5. ECONOMIC SUSTAINABILITY

The FIVS Economic Sustainability (ECON) Working Group (WG) continued supporting the facilitation of wine trade and the elimination of trade barriers, under the leadership of Katherine Bedard, Senior Director of International Public Policy of Wine Institute, and Ignacio Sánchez Recarte, Secretary-General of the Comité européen des entreprises vins.

### Relevant UN SDGs



Thanks to Basecamp, a project management and team communication tool, the WG efficiently exchanged information and coordinated its responses to some of the issues that came up over the course of the year, including:

- **Brexit:** Members were given updates concerning regulatory developments in the United Kingdom (UK), helping anticipate possible effects on international trade, specifically regarding the excise duty review and its impact on wine prices, supply chain issues and the removal of VI-1s. It was reported that the FIVS Scientific and Technical Committee (STC) papers on certificates of analysis for wine safety and authenticity played a part in convincing the UK Department for Environment, Food & Rural Affairs (Defra) to eliminate VI-1s.
- **Labelling in the European Union (EU):** Regular reports were disseminated on the evolution of the EU Common Agricultural Policy negotiations and its adoption in December 2023, in particular with regards to the new labelling requirements for ingredients and nutrition declarations. The U-label initiative, a platform allowing wine and spirit companies to easily create e-labels and provide consumers with relevant and transparent information, was presented by Comité Vins to FIVS members, as was the work on consumer reactions to ingredients listed on wine labels, conducted by Wine Intelligence on behalf of Oenoppia.
- **China Overseas Facilities Registration Measures & Import-Export Food Safety Measures:** Members exchanged information on the new overseas facilities registration measures applicable in China and on the updated import-export food safety measures. Guidance was circulated on how to successfully lodge an application with China's General Administration of Customs.
- **United Nations Food Systems Summit:** The WG monitored the UN Food Systems Summit, held on 23 September, which seeks to transform the global food system to achieve the UN SDGs. Given the possible implications for the alcohol beverage industry, the WG will follow the outcomes of this summit.



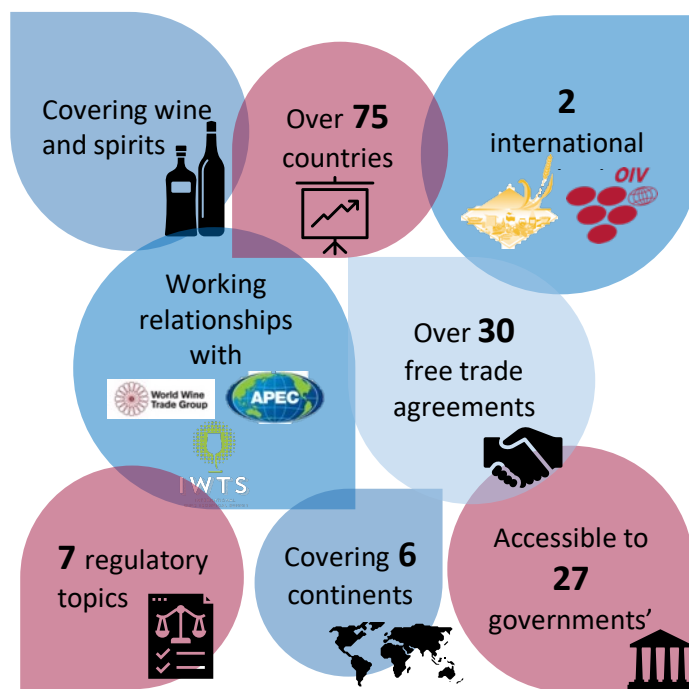
## 5.1 Maximum Residue Limits Subgroup

The Maximum Residue Limit (MRL) Subgroup monitored developments relative to crop protection products and their regulation around the world. It made available to members information regarding the active ingredients under review in the European Union and highlighted which substances may have restricted or non-renewal of approval.

## 5.2 FIVS-Abridge

FIVS-Abridge is a comprehensive database of alcohol beverage regulations and trade agreements from around the world. While the website's primary users have been alcohol beverage producers, government regulators and universities have increasingly come to rely on the database in recent years. Currently, over 25 governments' regulators have access to FIVS-Abridge, drawn from economies participating in the APEC-WRF, WWTG, and IWTS. Significant developments included:

- **Increased Market Coverage:** The coverage of key topics (such as labelling and production) has expanded and now provides wine and spirits regulatory information for over 75 countries around the world, and guidelines/recommendations from four international organisations.
- **Collaboration on FIVS Initiatives:** Staff ensured that FIVS-Abridge's regulatory structure complemented that of FIVS-APACE, a comprehensive online information source for additives and processing aids that have been approved for winemaking use around the world.
- **Engagement with the International Wine Technical Summit:** This relationship continued, and there was a presentation to government officials during the virtual IWTS Seminar in May.



### FIVS Platinum Anniversary Fun Fact

FIVS-Abridge was created in 2008. Although the database is a subscription product, it is made available free of charge to government regulators in order to promote consistent, appropriate regulation for wine worldwide.

- **Engagement with the World Wine Trade Group:** Under the terms of this agreement, WWTG members continued to use FIVS-Abridge to assess the regulations of those countries seeking to join the organisation. FIVS-Abridge staff continued to work with government regulators to update the London Winemaking Matrix (a compendium that enables a comparison of processing aids and additives among WWTG member countries).

## 5.3 The Wine Is Distinctive – Evidence and Rationale (WIDER) Project

Under the auspices of the WG, the WIDER project was launched at the end of the year, aiming to produce and/or collate materials into a compendium to educate and inform consumers, regulators and others concerning the distinctive characteristics of wine.

# ENVIRONMENTAL

## 6. ENVIRONMENTAL SUSTAINABILITY

The Environmental Sustainability (ENVIRO) WG focused its efforts on addressing global environmental challenges thanks to the guidance of its two co-chairs, Patricio Parra, Managing Director of R&D at Consortium Vinos de Chile, and Chris Savage, E. & J. Gallo's Senior Director of Global Environmental Health & Safety.

### 6.1 FIVS Response to EU Consultation

The WG [responded](#) to a EU impact assessment on its sustainable food system framework initiative. The initiative aims to make the EU food system sustainable and to integrate sustainability into all food-related policies and will lay down general principles and objectives, together with the requirements and responsibilities of all actors in the EU food system. FIVS recommended, inter alia, to recognise existing sustainable practices in specific sectors, such as the wine industry, which have demonstrated strong commitment to all three pillars of sustainability (environmental, social, and economic) for more than 15 years.

*FIVS Platinum Anniversary Fun Fact*

In 2006, FIVS members unanimously adopted the first edition of the [Global Wine Producers' Environmental Sustainability Principles](#), the first set of international environmental principles for the wine industry.

### 6.3 Retailer Forum

Building on the Spring Symposium, the WG continued discussions on the possibility of establishing a mechanism by which prominent retailers and supplier organisations could exchange information and align activities regarding sustainability.

### 6.4 FIVS International Sustainable Winegrowing Competition

The FIVS International Sustainable Winegrowing Competition was postponed once again due to the COVID-19 pandemic. The WG is still exploring options on how to conduct the competition in order to strengthen its alignment with FIVS's objectives and UN SDGs.

#### Relevant UN SDGs



### 6.2 Global Wine Producers' Environmental Sustainability Principles Subgroup

A subgroup was created and tasked with reviewing the Global Wine Producers' Environmental Sustainability Principles (GWPEP), last updated in 2016, in light of the evolving operating environment.

# SCIENTIFIC AND TECHNICAL EXPERTISE

## 7. SCIENTIFIC AND TECHNICAL EXPERTISE

### Relevant UN SDGs



Under the leadership of its chair, Jonathan Breach, Global Head of Regulatory Affairs & Compliance at Accolade Wines, and two co-chairs, Jennifer Turner, Head of Technical Policy at WSTA, and Paul Huckaba, Manager of Technical, Environmental, and International Affairs at Bronco Wine Company, the STC pursued its mission to encourage appropriate regulation of alcoholic beverages around the world based on sound science.

Acting as one of the most significant gatherings of industry technical competence at the international level, it met three times virtually, made progress on several technical papers, and continued to highlight the distinctive nature of wine by engaging with other international fora such as APEC, IWTS, and WWTG.

### 7.1 STC Technical Paper Production

The STC added three new papers to the 20 it had previously published in support of the FIVS Good Regulatory Practice Principles for Wine. In order to assist the STC with this output, a Paper Production Oversight Committee was created. The committee adopted a phased-in procedure to streamline the adoption of papers, made the addition of an introductory note systematic, and met regularly to resolve any issues arising from the papers. These papers will be sent for final approval to the membership in 2022:

1. Problems that May Arise from Expressing Regulatory Limits for Wine in Relation to Ethanol (Alcohol);
2. Shelf Life Labelling;
3. Application of Wine Specific Limits.

### 7.2 FIVS-APACE

FIVS-APACE is a database of additives and processing aids approved for use in winemaking around the world. It gives members easy access to detailed information about winemaking additives and processing aids.

Launched during the 2021 Virtual Round Table session on ingredient and nutrition labelling, an updated version of FIVS-APACE was inaugurated, thanks to the generous support of a United States (U.S.) Department of Agriculture Government grant. It assigns additives and processing aids to one of four different categories, and has been restructured to appeal to readers with technical knowledge while still being easily understood by those with no scientific background.

*FIVS Platinum Anniversary Fun Fact*

FIVS-APACE was launched in 2015.



For each additive or processing aid, members can find such information as recommended usage in winemaking, usage levels, scientific evaluations by expert bodies, and the status of regulatory approval in various markets around the world. International, national, and regional sources of safety data were added to the improved FIVS-APACE, which also received an aesthetic makeover.

### **7.3 Collaboration with the International Wine Technical Summit (IWTS)**

FIVS and its members provided important content during this year's virtual meetings, which were attended by regulators from nine economies:

- A presentation on the technical aspects of why wine is distinctive, supported by eight STC papers.
- A presentation of a paper on the topic of "Absolute vs Relative Risk," a subject that is being worked on in the STC.
- A review of the work conducted by the Australian Wine Research Institute (AWRI) on a laboratory "ring test" that began in the context of the Asia Pacific Economic Cooperation's Wine Regulatory Forum.
- An overview of FIVS-Abridge and an update about good regulatory practices for wine.

### **7.4 FIVS-Oenoppia Partnership**

FIVS and Oenoppia continued their collaboration under the auspices of the Memorandum of Understanding signed by the two organisations in 2019. A main area of focus was communication to consumers in relation to ingredient and nutritional labelling of wine, which is likely to become more common around the world.

### **7.5 Fire Impact Subgroup**

The newly created Fire Impact Subgroup met five times under the leadership of its chair, Eric Wilkes, Group Manager - Commercial Services at the Australian Wine Research Institute. The group agreed upon the major issues it will address, its work programme, future publications, and how to develop an industry review group to standardise, publish and promote current best practice and knowledge.

A first round of proficiency testing was conducted in June/July with the objective of testing for 13 compounds (seven volatile and six bound) which could serve as fire impact markers when testing wines made from grapes exposed to smoke produced by wildfires. The results will also provide an indication of the variability between laboratories. Eight laboratories participated from the United States and Australia, testing six different wines (three red and three white) made from South Australian grapes with varying degrees of smoke exposure from the 2020 vintage. Preliminary results showed good performance for volatile compounds and more heterogeneous results for bound compounds. A second round of proficiency testing was organised in November, with expected results available in January 2022. A FIVS publication on this subject will be made available in the near future.

# CODEx TASK FORCE

## 8. FIVS CODEx TASK FORCE

The FIVS Codex Task Force (TF), currently chaired by Tim Ryan, Senior Director, Regulatory Affairs and Compliance at E. & J. Gallo, met a total of nine times over the course of the year, a testimony to the increasing importance of Codex Alimentarius for the alcohol beverage industry. The TF followed relevant Codex committees and working groups, produced position papers, and attended virtual meetings.

### Relevant UN SDGs



### 8.1 Codex Alimentarius Committee on Food Labelling (CCFL)

The TF submitted three position papers:

- *Circular Letter CL 2020/58/OCS-FL requesting comments on guidance on internet sales/e-commerce:* FIVS expressed support for the exclusion of minimum durability information for products already exempted under section 4.7.1.vi of the General Standard for the Labelling of Prepackaged Food (GSLPF) (CX5 1-1985).
- *Codex Circular Letter CL 2020/57-FL requesting information on innovative practices and new technologies in food labelling:* FIVS expressed support for the idea that mandatory label information should be available to a consumer at the time of purchase, whether in a retail environment or an online store. FIVS also suggested that Codex should develop broad criteria for the use of technology for the provision of information to consumers, allowing flexibility to national governments.
- *Codex Circular Letter CL 2021/09/OCS-FL on allergen labelling:* Inter alia, FIVS supported the inclusion of the definitions for ‘hypersensitivity’, ‘allergen’, ‘food allergy’ and ‘food intolerance’ in the GSLPF, as well as specific provisions for the presentation of declarations of foods and ingredients known to cause hypersensitivity, given sufficient flexibility, in the interest of both consumers and producers. FIVS also referenced the [FIVS Good Fining Practices - Guidelines for the fining of wine using proteinaceous agents with allergenic potential](#) pointing out that residual levels of egg, fish, or milk proteins used as fining agents in winemaking are negligible in the finished product.

A FIVS delegation also attended the 46th session of CCFL.

## 8.2 Codex Committee on Food Import and Export Inspection and Certification Systems (CCFICS)

FIVS responded to Circular Letter CL 2021/52/OCS-FICS requesting comments on the draft Principles and Guidelines for the assessment and use of voluntary Third-Party Assurance (vTPA) programmes. vTPA programmes are voluntary schemes designed to help food business operators (FBOs) manage the food safety of their products and ensure regulatory compliance. FIVS raised concerns regarding vTPAs reporting directly to national authorities, as opposed to FBOs, according to the guidelines. This could alter the dynamic of recognition of vTPA quality systems as acceptable standards, to vTPAs potentially acting as extensions of regulatory authorities.

In addition, a FIVS delegation attended the 25th session of CCFICS.

## 8.3 Other Codex Committees of Interest

TF members also represented FIVS at the following Codex committees:

- 44th session of the Codex Alimentarius Commission;
- 52nd session of the Codex Committee on Food Additives;
- 32nd session of the Codex Committee on General Principles.

*FIVS Platinum  
Anniversary Fun Fact*

FIVS has been an official observer of Codex Alimentarius since 1981. It was during the 2019 FIVS London Meetings that the FIVS Codex Alimentarius TF was officially established to monitor the organisation's activities.



# COOPERATION

## 9. COOPERATION WITH INTERNATIONAL ORGANISATIONS

As already noted throughout this report, FIVS worked with relevant organisations to make progress towards its vision of a successful global alcohol beverage industry, including WWTG, IWTS, Oenoppia, and Wine in Moderation.

### 9.1 The International Organisation of Vine and Wine

In its capacity as an official observer to the International Organisation for the Vine and Wine (OIV), FIVS attended the OIV Expert Group Meetings in March/April and submitted consensus comments on 83 Draft Resolutions at Steps 3 and 5. A delegation also attended the OIV's Commission Meetings in July and Autumn Meetings in October.

In response to both organisations' efforts to work more collaboratively, FIVS increased its participation in a number of OIV electronic working groups, bringing an industry perspective to the following discussions:

- Nutritional and ingredient labelling;
- Electronic certificates;
- "Brut Nature" labelling;
- Methodological recommendations for accounting for greenhouse gas balance in the vitivicultural sector.

*FIVS Platinum  
Anniversary Fun Fact*

Formed in 1951, FIVS was created to be the OIV's commercial branch.

**- RESUME des REUNIONS TENUES le 25 MAI 1950.-**

Après avoir exprimé sa vive satisfaction d'accueillir à Paris les Délégués de 10 Pays européens, M. Jean BOURCIER, Président du Syndicat National du Commerce en Gros des Vins, Cidres, Spiritueux et Liqueurs de France, a exposé les buts que la future Fédération Internationale, prolongement sur le plan commercial de l'Office International du Vin, se propose d'atteindre.

Extract of the Minutes of the Preparatory Meeting for the Creation of FIVS.

English translation:

*"After having expressed his deep satisfaction at welcoming the delegates of 10 European countries to Paris, Mr. Jean BOURCIER, President of the National Syndicate of Wholesale Trade in Wines, Ciders, Spirits, and Liqueurs of France, explained the objectives that the future International Federation, commercial branch of the International Vine and Wine Office, aims to achieve."*

FIVS also agreed to create an internal OIV Task Force, which will oversee the collaboration between the two organisations and help streamline the work.

## 9.2 Reims School of Wine Law Program (A Jean Monnet Chair)

### 9.2.1 Jean-Jacques Bouffard Scholarship

The Jean-Jacques Bouffard Scholarship offers the possibility for a young professional to attend the annual Reims School of Wine Law Program. Due to the COVID-19 pandemic, the programme was once more postponed; however, we hope that the nominated scholar will be able to attend the programme in 2022.

### 9.2.2 FIVS-Abride Competition

On 11-12 March 2021, the 2nd Annual FIVS-Abride Wine and Spirits Global Competition was held 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 problem revolving around trade agreement issues. Judges were able to participate virtually from around the world and included several from the membership of FIVS.

*FIVS Platinum  
Anniversary Fun Fact*

FIVS, in partnership with the University of Reims, created the Jean-Jacques Bouffard Scholarship in 2017, and the FIVS-Abride Competition in 2019.

Jean-Jacques Bouffard was a FIVS President from the Reims region.



# COMMUNICATIONS

## 10. COMMUNICATIONS

### 10.1 FIVS Website

Site users were interested in knowing more about—or reacquainting themselves with—FIVS, its members, and its Secretariat. FIVS’s Environmental Sustainability page, as well as the recently enhanced FIVS-Assure database were the most visited.

In addition to the enhancements mentioned elsewhere in this report, the FIVS Secretariat created a [new page](#) presenting FIVS’s work through the lens of the UN SDGs to make the magnitude and scope of FIVS’s commitment to those goals clearer and more accessible.

### 10.2 Communications Strategy

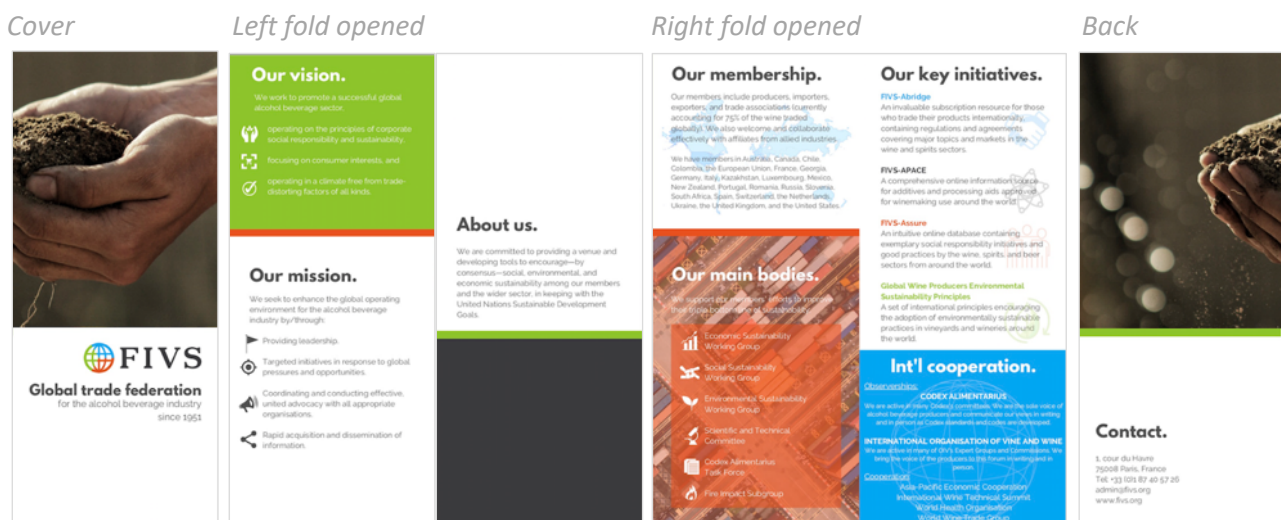
#### 10.2.1 FIVS

FIVS’s Secretariat developed a communications strategy around the Federation’s activities. Launched in October 2021, FIVS is publicising its work by posting regularly on popular social media sites, such as LinkedIn.

In the first three months of this initiative, FIVS published 13 posts and gained 27 new followers. The post on the launch of FIVS’s updated Guiding Principles for Advertising and Marketing Practices for Alcohol Beverages generated the most reactions, while the post on FIVS’s 70th anniversary was the most popular.

#### 10.2.2 FIVS new pamphlet

Earlier this year, FIVS refreshed its pamphlet, capturing FIVS’s vision and mission, initiatives, and areas of work.

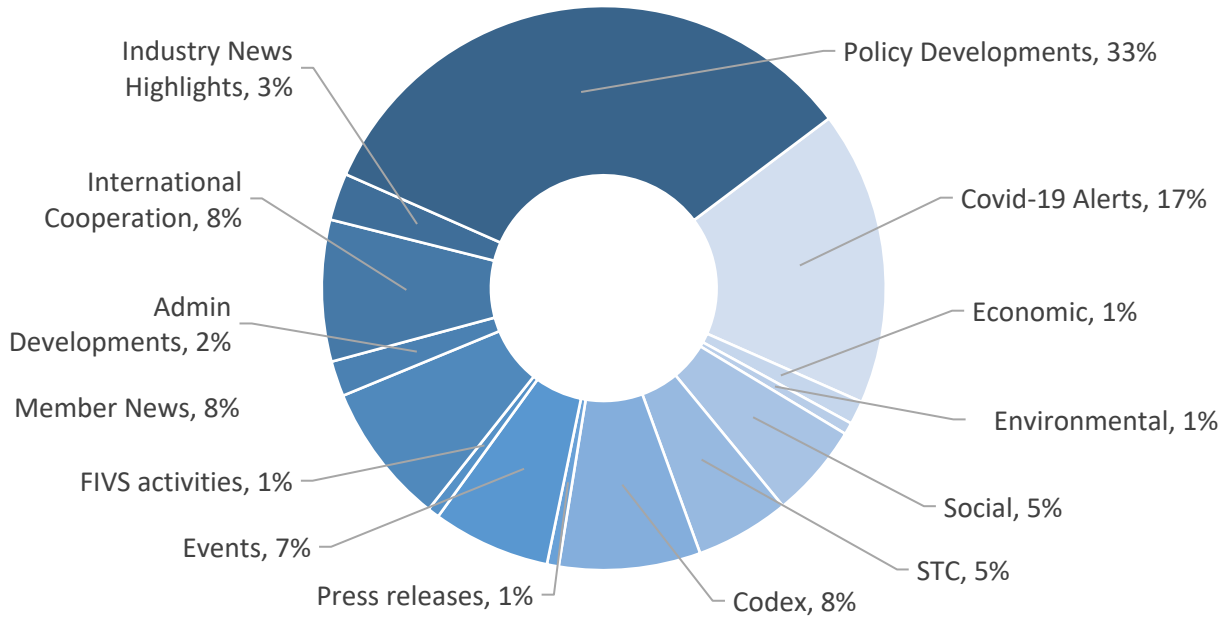




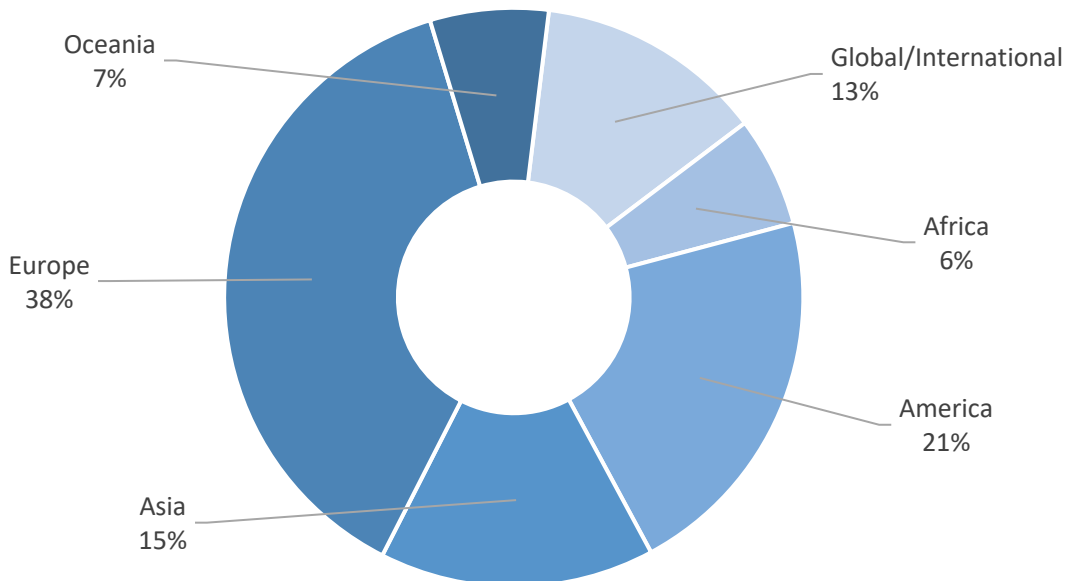
### 10.3 FIVS Alerts and Notable Policy Developments Newsletters

The Secretariat sent 49 “Notable Public Policy Developments Around the World” items (describing key sustainability matters for the wine, beer, and spirits sectors) and 74 “FIVS alerts” (to request member action) for member consideration as seen in Table 1. In Table 2 the different regions mentioned in the alerts are listed.

*Table 1 - Topics covered by the alerts*



*Table 2 - Regions covered by the alerts*



#### 10.4 FIVS Presence in the Media and other Literature

Over the past year, news and views about FIVS and its activities appeared on the web:

- Groupe Sofralab: [Use of the FIVS-Oenoppia “Guidelines for purchasing and due diligence”](#) (p.4), January 2021
- Nofima: [Mapping the local-global wine chain from Europe to China, Towards shared standards and benchmarks in wine traceability and authenticity](#) (p.vi), March 2021
- Multidisciplinary Digital Publishing Institute (MDPI): [An Overview on Sustainability in the Wine Production Chain](#) (p.2), 17 March 2021
- Burgundy School of Business: [Un grand concours sur les marchés mondiaux du vin](#), 10 March 2021
- Wine Industry Advisor: [FIVS Launches Rebuilt FIVS-Assure Database Promoting Responsible Consumption](#), 12 May 2021
- Wine Industry Insight: [FIVS launches rebuilt FIVS-Assure database promoting responsible consumption](#), 14 May 2021
- Multidisciplinary Digital Publishing Institute (MDPI): [Environmental Sustainability in Viticulture as a Balanced Scorecard Perspective of the Wine Industry: Evidence for the Portuguese Region of Alentejo](#), 10 September 2021
- Enofylzwineblog.com: [Sustainable Chardonnay and Pinot Noir Paired with White Pizza #WinePW](#), 10 September 2021
- Jim Trezise on WineAmerica Perspectives: [DC Delivers, FIVS Sustainability, NGRA Appointment, Tax Savings](#), 12 November 2021
- Jim Trezise on WineAmerica Perspectives: [Thanks-Giving, WineAmerica Board, DC Update, FIVS Sustainability, Tax Savings](#), 19 November 2021
- Jim Trezise on WineAmerica Perspectives: [DC Update, SRAAC Power, FIVS Sustainability, Tax Savings](#), 03 December 2021
- Corney & Barrow: [FIVS as a sustainability credential](#) (p.73), 2021

# FIVS INSIDE TRACK

## 11. FIVS INSIDE TRACK

### 11.1 New Members

We were delighted to have the following join the FIVS family:

FETZER VINEYARDS.

ESTD. IN 1968

#### Fetzer Vineyards

**Full Member:** Fetzer Vineyards is an award-winning purveyor of multi-origin wines and spirits sold in over fifty countries worldwide. Founded by Barney Fetzer in Mendocino County, California, in 1968, and part of the company, Viña Concha y Toro, Fetzer Vineyards remains driven today by excellence, innovation, and longstanding commitments to the environment and responsible business practices. With a focus on crafting wines made from sustainable, organic, and Biodynamic® grapes, Fetzer Vineyards is a top-12 U.S. marketer of wines, the nation's primary importer of South American wines, and the United States' largest Certified B Corporation winery—a testament to the company's dedication to the transformational goals of regenerative business.



#### Cooperages 1912

**Affiliate Member:** Cooperages 1912 is a fourth generation, family owned company that crafts premium French, European, and American oak barrels. With over 100 years of expertise in the industry, it is committed to excellence, innovation, and the very best in modern cooperage.



#### Enological Supply Organization

**Affiliate Member:** Established in 2017, ESO is a California-based cooperative of wine industry technical support businesses. This non-profit advocacy group serves as a reference for governmental, industry, and scientific bodies regarding the regulation and knowledge of technical winemaking materials and processes.

### 11.2 Presidential Council

PRESCO members oversaw the work of the FIVS Secretariat, provided guidance for FIVS's working groups and task forces, and focused on securing FIVS's long-term financial soundness—while strengthening the Federation's partnerships with key industry actors (such as Oenoppia and Wine in Moderation) and encouraging prospective members to join the Federation. The PRESCO held regular virtual meetings throughout the year to ensure that the Federation serves its members effectively and continues to meet future challenges.

### 11.3 President

Under the stewardship of FIVS President Greg Hodson, a number of new and important FIVS initiatives were introduced, building upon FIVS's well-deserved reputation as a world-class organisation. Those initiatives included establishing a forum with prominent retailers and possibly supplier organisations, as well as partnering with relevant organisations to demonstrate the distinctiveness of wine. Although in-person meetings were not possible due to the pandemic, Greg oversaw the organisation of virtual round table sessions that were held both in the spring and fall, touching on critical challenges facing the sector. He also chaired quarterly meetings of the Presidential Council and weekly sessions with the Secretariat's staff to ensure the proper functioning of the Federation.

### 11.4 Secretariat

Based in Paris, Karen Geronimo, FIVS's Office Manager, staffed the Social Sustainability Working Group and managed FIVS-Assure's overhaul, continued to create innovative designs for FIVS's website and products, and handled the myriad of administrative matters.

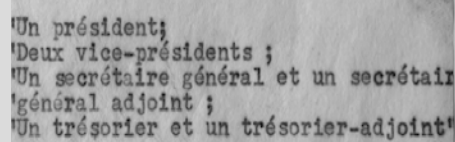
Laura Gelezuinas was promoted to Deputy Head of Secretariat at the end of 2021. This advancement was in recognition both of an increase in responsibilities and that Laura had raised the level at which she was undertaking her work. Laura supported the Environmental and Economic Sustainability Working Groups, the Scientific and Technical Committee, the newly created Fire Impact Subgroup, and the Codex Task Force. In addition, she became more fully engaged in Codex Alimentarius and OIV-related matters, representing FIVS at various OIV and Codex meetings.

Laurel Parker, Director of FIVS-Abridge, expanded the FIVS-Abridge database by adding new markets and by keeping topical issues current. Laurel led the work to upgrade FIVS-APACE, as well as handling member inquiries on cutting-edge regulatory and international agreement matters.

Bennett Caplan, Head of Secretariat, managed the work of FIVS and FIVS-Abridge staff members, while engaging in a number of FIVS initiatives. Bennett was charged with arranging FIVS's full member meetings in April and December (see above). He also supported FIVS's work in its dealings with international organisations and other entities.

## FIVS *Platinum* Anniversary Fun Fact

The Presidential Council's composition remained almost the same through the years, with the addition of one Vice-President, a Member Emeritus, and a Member-at-Large.



'Un président;  
'Deux vice-présidents ;  
'Un secrétaire général et un secrétair  
'général adjoint ;  
'Un trésorier et un trésorier-adjoint'

Stenographic record extract of the 25 May 1950 meeting in Paris.

#### English translation:

*"The Federation is administered by a Management Committee which includes:  
A President,  
Two Vice-Presidents,  
A Secretary and an Assistant Secretary,  
A Treasurer and an Assistant Treasurer."*



## 12. PLANS FOR 2022

Celebrating our platinum anniversary gave us an opportunity to look back and measure the immense progress FIVS has made not just in 2021, but also during the past 70 years. With that in mind, we are more than ever resolutely turned towards the future with many exciting plans for 2022!



- Depending on the state of the world, we hope to organise an in-person meeting in Brussels during the first half of the year, followed by a second one in California in the autumn, giving members a much-needed opportunity to meet face to face.
- Each working group/committee will continue to focus its efforts on the priorities defined by the strategic plan and the UN SDG alignment, including: making progress on the Wine Is Distinctive – Evidence and Rationale (WIDER) project; publishing an updated version of the GWPESP, pursuing the Fire Impact proficiency testing programme; developing a retailer forum; enhancing FIVS’s communication strategy to increase awareness of the industry’s social programmes and its members’ sustainability initiatives; creating an OIV Task Force; and continuing to represent the interests of the global wine industry in consultations with the WHO, and the entire FIVS membership at Codex Alimentarius.

We look forward to perpetuating the legacy of FIVS for many more years to come, by working with our members to strive towards a more sustainable and engaged alcohol beverage industry.

## A. ANNEX – SOCIAL SUSTAINABILITY SURVEY

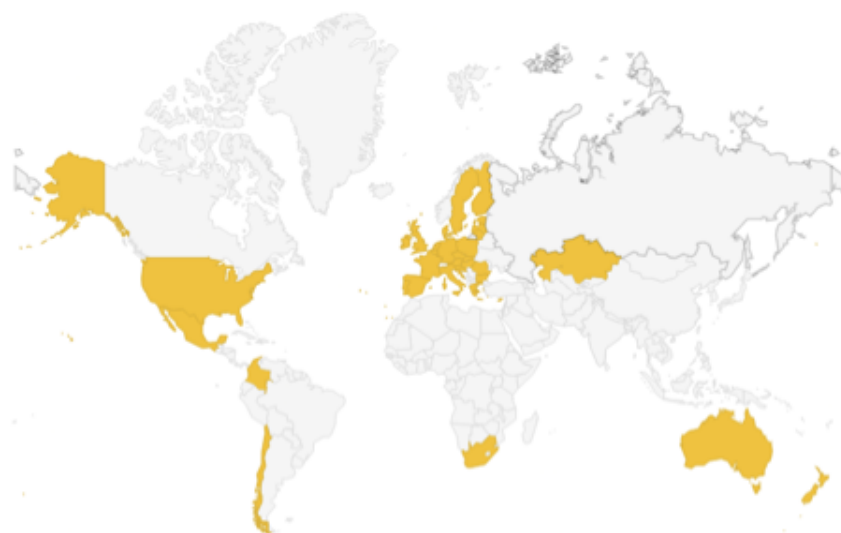
FIVS and its members are committed to the social, environmental, and economically sustainable development of the global alcohol beverage sector. We encourage our members—who account for approximately 75% of the wine traded globally—to pursue continuous improvement in these areas.

In this light, the FIVS Secretariat conducted a short survey from 16 April to 2 August 2021 where FIVS Members were asked about their engagement in social sustainability activities. Sent to FIVS's 39 full members, 13 responses were received—which correspond to 33% of our members from 11 different countries and also from 1 region, the European Union.

The survey's questions were:

- Goal 3: How are they seeking to advertise and market their products responsibly?
- Goal 4: How are they seeking to educate consumers about, and discourage, the harmful use of alcohol beverages?
- Goals 5 and 10: How are they fostering gender equality and reducing inequalities in the core of their business?
- Goal 8: How are they implementing decent working conditions?

The survey demonstrated a very high level of awareness and implementation of the FIVS tools and initiatives that help the industry counter the harmful use of alcohol beverages. The results also showed high commitment to providing decent working conditions, as well as in fostering gender equality and reducing inequalities in the core of the business/organisation. Safe accessibility to alcohol beverages and responsible advertising and marketing were also observed to be a priority.



*The yellow-shaded countries completed the survey.*

UN SDG 3 – GOOD HEALTH AND WELL-BEING



HOW ARE YOU SEEKING TO ADVERTISE AND MARKET YOUR PRODUCTS RESPONSIBLY?

We are aware of the "FIVS Guiding Principles for Advertising and Marketing" and our approach is consistent with the principles expressed in that resource.

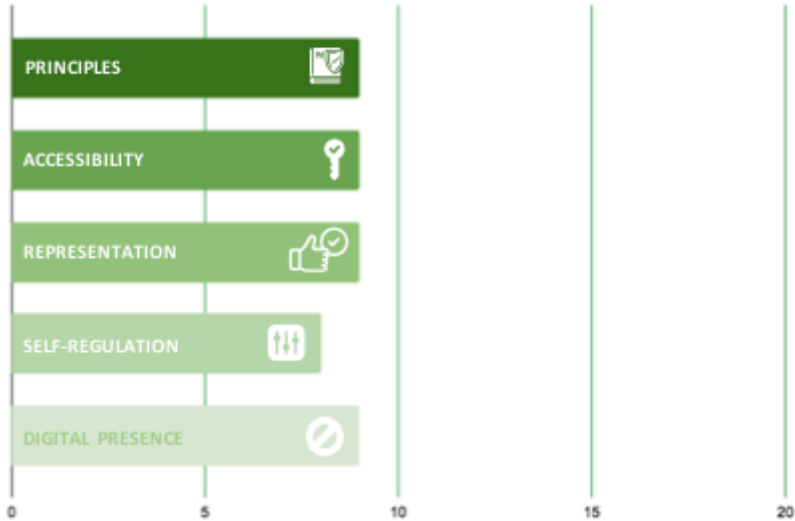
We do not address our advertisements or marketing of alcohol beverages to those below the legal drinking age, nor sell them in places, events, and media frequented by or meant for a majority of children, adolescents or other high-risk groups.

We only feature alcohol consumption in a safe and appropriate manner and setting.

We review all our advertisement and marketing materials before using them.

We use age gating on our websites and ensure that our digital campaigns are not accessible to underage users.

Members that responded positively



UN SDG 4 – QUALITY EDUCATION



HOW ARE YOU SEEKING TO EDUCATE CONSUMERS ABOUT, AND DISCOURAGE, THE HARMFUL USE OF ALCOHOL BEVERAGES?

We are aware of "FIVS-Assure" and its archive of good practices/initiatives in this area.

We conduct activities or produce materials that are disseminated to educate the public about the consequences of harmful alcohol consumption (e.g., excessive or underage consumption).

We have initiatives that promote well-being and the responsible use of alcohol. We stress the need to maintain one-time consumption below the low threshold for safety and limit the times one consumes alcohol during a month or a week.

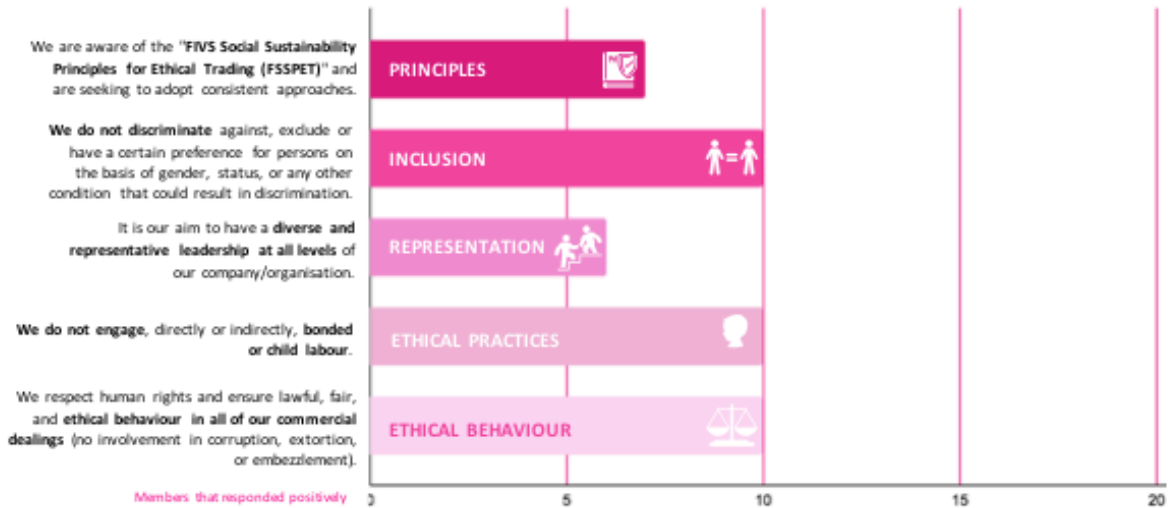
We make available easily-understood consumer information about alcohol beverages (including composition, age limits, and health warnings).

Members that responded positively

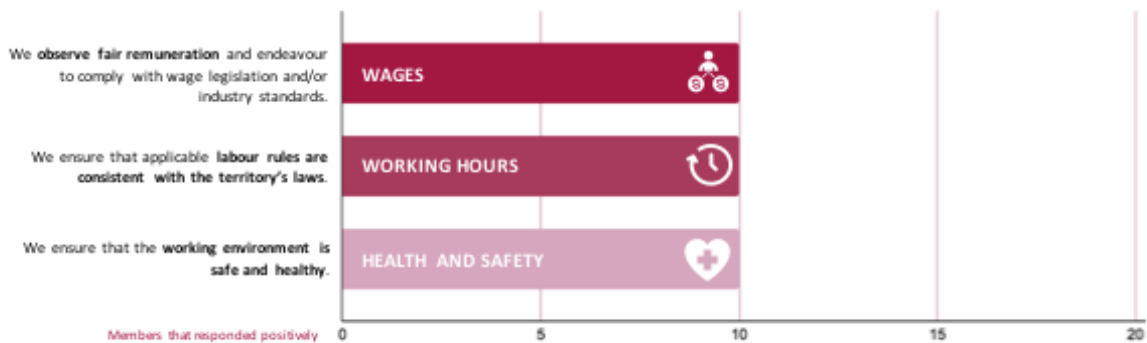




**HOW ARE YOU FOSTERING GENDER EQUALITY & REDUCING INEQUALITIES IN THE CORE OF YOUR BUSINESS/ORGANISATION?**



**HOW ARE YOU IMPLEMENTING DECENT WORKING CONDITIONS?**







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