

**16 August, 2013**

## **Wineries urged to back new responsible consumption initiative**

Wineries will play a greater role in informing consumers about moderate consumption and the link between wine and health as part of a Responsible Winery Initiative launched today.

The Winemakers' Federation of Australia is urging all 2800 wineries across the country to take nine simple actions at their cellar doors and in their businesses.

Booklets outlining the actions and the supporting tools available were mailed to wineries this week. A complementary website has been established at [www.wfa.org.au/responsible](http://www.wfa.org.au/responsible).

"The focus is on taking practical steps and ensuring that winery personnel understand the core issues around alcohol consumption, wine's place in that picture, and the way the wine industry is responding," said WFA's chief executive, Paul Evans.

"Many wineries already have embraced many of these actions. Our aim is to create a framework, and an industry standard, and help others to meet it

"It's about formalising our commitment to being a part of the education process around alcohol by providing information through the two main way wineries interact with the public – at the cellar door and through their marketing."

One of the main initiatives is to provide a standard cellar door tasting pour of 20, 25 or 30mls that can easily be equated to a standard drink of 100mls.

"Surveys show the concept of the standard drink is widely misunderstood, yet it is the key to following the official guidelines around moderate consumption," Mr Evans said. "If consumers are given a standard pour at the cellar door each time they can evaluate their consumption on the day and get a clearer idea of how much is actually in a standard drink."

Other actions at the cellar door are to: ensure all staff are trained in the responsible service of alcohol and equipped to answer questions about alcohol; make information available to visitors on request; and ensure the cellar door experience is about tasting, not drinking.

Four marketing actions are to: sign up for the WFA/ Drinkwise Australia Pregnancy Initiative; carry the approved Standard Drinks logo on all bottles; ensure compliance with the Alcohol Beverages Advertising Code; and establish clear guidelines for using social media. Wineries also are encouraged to develop a Workplace Alcohol Policy for their staff.

"This initiative has been developed in consultation with the industry because we wanted to create a package that is comprehensive but not onerous and takes into account the practical realities of running a wine business today," Mr Evans said.

"The feedback we received when discussing the concept and then the specifics with winemakers and marketers in a number of regions was that this is workable and could be very powerful."

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