

SENSIBLE WINE DRINKING

Tradition ▲ Moderation ▲ Food

Ten Guidelines for Sensible Wine Drinking

1. Wine should be consumed by healthy adults only in moderation.*
2. Wine should be consumed as a part of social, family, celebratory or other occasions, but not as their central focus.
3. Wine should be consumed with food or around mealtimes.
4. Wine drinkers should know the distinction between moderate use and abuse.
5. Parents who drink should drink sensibly, presenting themselves as examples of moderation.
6. Moderate, non-disruptive drinking is socially acceptable, while excessive drinking and any resulting behavior that violates legal or social standards is unacceptable.
7. Wine drinking should follow clear, consistent and sensible customs that emphasize moderation and discourage binge drinking.
8. The choice of abstinence for any religious or health reason must be respected.
9. Drinking must be avoided in situations where it puts the individual or others at risk.**
10. Wine should be consumed slowly to enhance the taste of food and to add to the enjoyment of everyday living.

Statement of Principles

1. Throughout human history, wine drinking has been an important part of religious rituals, social relationships, family gatherings, and celebrations of the pleasures of living.
2. A world-wide medical and nutrition science consensus now exists that sensible, moderate drinking of wine can be part of a healthy diet.
3. Moderate, sensible wine and alcohol consumption can contribute to a healthy lifestyle.
4. Sensible wine drinking improves social interaction and other of life's pleasures.
5. Education about sensible wine drinking helps to prevent alcohol abuse.
6. Wine has played a positive role in many cultures as a mealtime beverage and as an enhancement to a variety of foods.
7. In regions of the world where wine is an integral part of everyday living, alcohol abuse problems are minimal.
8. Society has a responsibility to teach all people, especially young people, about sensible drinking.
9. Intense international interest in the benefits of wine gives cause to prepare and widely circulate a set of guidelines for sensible wine drinking.

Key Characteristics of a Sensible Wine Drinking Message

APPRECIATION of wine's role in traditional rituals, celebratory festivities, and as an accompaniment to meals.

ACKNOWLEDGEMENT of the current scientific evidence associating moderate wine consumption with everyday living.

AGREEMENT on society's responsibility to teach all people, especially young people, about sensible drinking.

AWARENESS on minimal alcohol abuse programs in regions of the world where wine is an integral part of health and lifestyle benefits.

ACCEPTANCE of responsible wine consumption, along with a disapproval of excessive consumption.

*Moderate drinking is defined by the U.S. Dietary Guidelines as two 5-ounce glasses of wine a day for men and one glass for women.

**Drinking is not recommended for people who are at risk for alcohol abuse, for people who take certain medications, for pregnant women, or for people where consumption of wine may put themselves or others at risk.