

Full title of law or regulation

Code of self-regulation for Advertising and Commercial Communications on Wine (FEV – Spanish Wine Federation - Federación Española del Vino) (2009) – modified in May 2012

Código de Autorregulación del Vino en Materia de Publicidad y Comunicaciones Comerciales

<https://www.autocontrol.es/wp-content/uploads/2016/02/c%C2%A2digo-de-autorregulaci%C2%A2n-del-vino-en-materia-de-publicidad-y-comunicaciones-comerciales-fev.pdf>

Title of relevant section

Clause 1 Moderate and Responsible Consumption messages

Clause 1

Communication on Wine shall promote the responsible consumption of wines. To this end:

a. Commercial Communications, which are visibly perceptible, shall include the following message: “WINE, ONLY APPRECIATED IN MODERATION” (“EL VINO SÓLO SE DISFRUTA CON MODERACIÓN”) and shall be accompanied by the identifying logo of the “Wine in Moderation” European programme which is included in the annex. This obligation shall not be required in the messages freely developed by media on the basis of announcements/ notices or press releases, even though the winery and/or its products are mentioned or made reference to, provided no consideration or commission (request) exists and the person concerned (member company) does not have control over the published content (i.e. editorial control). Nor does it apply to the labelling of products or advertising in which the presence of the winery is restricted to sponsorship of activities/ events; or corporate advertising when it does not promote products or consumption.

b. The message to which point a) refers is common to the whole of the European Union for Wine companies and the associations thereof.

c. The message to which point a) refers shall be displayed to consumers and the public in a clearly visible and legible format. For these purposes, the moderate consumption message:

- Shall be located in a clearly visible place
- Shall have a minimum size of 1% of the total advertisement.
- Shall appear in a colour which allows it to be read clearly and easily with respect to the background of the advertisement.
- In the case of television and cinema, it shall always appear horizontally using fixed overprint on screen for at least 2 seconds, with a surface area of 1.5% of the total advertisement.

The web pages of member companies shall include the message and identifying logo linked to the WIM programme web page <http://www.wineinmoderation.eu/>, in a permanent, prominent position.

d. Where appropriate, the message stipulated in paragraph a) may be replaced by other responsible consumption messages and expressed in any official language of the European Union or co-official language in the State of Spain, whenever it is easily comprehensible for the consumer. In any case, this message must not:

- Be able to be interpreted such that the moderate consumption of wine appears something vulgar, commonplace or trivial, cause fear or evoke negative feelings or denigrate or have a negative impact on the image of the wine sector (companies and associations);
 - Mislead;
 - Be associated with any content or conduct which does not comply with these Standards;
 - Be used in media in which the commercial communication of wines is not permitted or is likely to be used in any other legal form or with the purpose of eluding the self-regulation and restrictions in force in respect of wine advertising
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