

## **Wine, Health and Lifestyle**

### **Do and Don't**

#### **DO**

- Describe wine as fermented grape juice, a natural farm product
- Explain how wine is made from vineyard to glass
- Show and explain how to best appreciate wine (see, swirl, smell, sip, savor)
- Note that wine is liquid food which makes other food taste better, and vice versa
- Mention the long history of wine (8,000 years) as a worldwide cultural phenomenon
- Note how wine brings people together
- Describe wine as the international toast for many occasions
- Talk about how your winery supports the local economy with jobs, wages, taxes, tourism
- Describe your regional or state industry in terms of economic impact
- Mention fun ways to learn about wine through magazines, blogs, or social media
- Always encourage moderation and responsibility for those who choose to drink
- Be respectful of those who choose to not drink
- Offer special incentives for designated drivers, including free non-alcoholic beverages
- Use the general Disclaimer on your website, in your tasting room, advertising, newsletters, and elsewhere
- Encourage people to read the Dietary Guidelines for Americans (DGA) and consult with their healthcare providers about the advisability of consuming alcohol. For those with more questions, encourage them to read the recent report from the National Academies of Science, Engineering, and Medicine, and various resources from the Harvard School of Public Health
- Make sure your staff is well trained in messaging, and managing various situations
- Follow Wine Institute's Code of Advertising Standards

#### **Do NOT**

- Do not say wine is healthy
- Do not say drinking wine will make your healthier or live longer
- Do not say drinking will reduce your risk of heart disease
- Do not disparage other alcoholic beverages
- Do not disparage non-alcoholic wines or other non-alcoholic beverages
- Do not disparage people who do not drink
- Do not speak publicly about the current scientific findings about wine and health
- Do not use any health-related messages in your promotion and advertising