Global Trends - Wine Industry Key Elements

Ireland restricts alcohol advertising with new law

Ireland’s minister for health Simon Harris has signed a “groundbreaking” law to ban alcohol advertising near schools and play areas and restrict visibility of alcohol in stores over the next two years. The legislation, which will come into effect from 12 November 2019, will prohibit adverts for alcohol in or on public service vehicles, at public transport stops or stations and within 200 metres of a school, a crèche or a local authority playground. It will also ban alcohol advertising in a cinema except around films with an 18 classification or in a licensed premises in a cinema. Children’s clothing that promotes alcohol will also be prohibited.

A section of the bill in relation to the visibility of alcohol in stores will come into effect the following year on 12 November 2020. The law states that mixed retailers must confine alcohol products and advertising to a separate area with a 1.2 metre-high barrier. In addition, alcohol products can be contained but not visible behind the counter.

There will also be a further ban, effective from 12 November 2021, which will see alcohol advertising banned in a sports area during a sporting event, at events aimed at children or at events in which the majority of participants or competitors are children.

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Wine in Moderation celebrates 10 years

On 17th and 18th October in Reims (France), the Wine in Moderation Association celebrated 10 years of existence. Launched in 2008, the Wine in Moderation programme was an essential step for the vitiviniculture sector. For the first time, all relevant players in the European vitiviniculture sector came together to design a complete programme with the aim of promoting responsible, moderate wine consumption.

The mission of WIM is to offer a common frame of reference which unites all actors in the international wine value chain and which encourages them to contribute to the fight against harm linked to excessive alcohol consumption.

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French nurseries regain their leadership position

France should regain its position as the leading producer of vine plants which it had recently relinquished to Italy. This year, French nurseries produced 232 million plants compared with just 190 million for their Italian counterparts.

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