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OIV launches its first World Vine and Wine Day campaign with 12 countries

The weeklong Origins series shares videos on national wine heritage ahead of the Nov. 29 observance

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The International Organisation of Vine and Wine, known as the OIV, has started an international digital campaign to mark World Vine and Wine Day on November 29, bringing together 12 wine-producing countries to highlight the cultural and historical roots of viticulture around the world.

The campaign, called Origins, was announced on Monday, November 23, from the organization's headquarters in Dijon, France. It runs from November 23 through November 29 and is the first digital communications initiative created specifically for the observance since the day was established in 2024, according to the OIV.

The OIV said it invited all of its member states to submit videos focused on their wine heritage. After reviewing the proposals, it selected entries from Spain, Portugal, Argentina, Cyprus, South Africa, Uruguay, Moldova, the Czech Republic, Brazil, Montenegro, Armenia and Georgia.

Those videos are being released throughout the week on the OIV's official accounts on Instagram, LinkedIn, Facebook, X and Bluesky. Each one presents a national story tied to grape growing and wine production, with the broader aim of showing an international audience how wine traditions have developed in different regions and cultures.

The organization said it arranged the publication order based on when each country joined the OIV, with one exception. Georgia will close the week's program because it will host the next World Congress of Vine and Wine in 2027.

The campaign comes as the OIV seeks to give greater visibility to World Vine and Wine Day, a commemoration linked directly to the body's own history. The organization said the date of November 29 was chosen because the institution was founded on that day in 1924. The annual observance was created in 2024 during events marking the OIV's 100th anniversary.

The OIV describes itself as the leading scientific and technical intergovernmental body for the global wine sector. It currently has 51 member states, which together account for 90% of the world's vineyard area, 88% of wine production and 75% of wine consumption, according to figures provided by the organization.

By tying the campaign to national histories and landscapes, the OIV is also placing attention on the idea of shared heritage in a sector often defined by strong regional identities. The participating countries stretch across Europe, South America, Africa and the Caucasus, reflecting both old and newer wine-producing regions within the organization’s membership.

The campaign also serves a broader communications purpose for the OIV, which is better known inside government and industry circles than among general consumers. Its work centers on technical standards, scientific cooperation and policy guidance rather than public-facing promotion. Through the weeklong video series, the body is trying to present that institutional role through stories that are more accessible to a wider audience.

More than 500 experts meet twice a year within the OIV framework to study, debate and approve resolutions by consensus on issues including viticulture, table grapes, enology, analytical methods, legislation, wine economics and consumer health and safety. Since its founding, the organization has developed standards and technical recommendations that are used by public authorities and industry professionals.

The new campaign does not change that technical mission, but it links it to a symbolic date that the OIV wants to build into a regular moment of international recognition for the sector. By using short-form digital content from member countries, the organization is turning an anniversary-style observance into a broader showcase of vineyards, production traditions and wine culture.

For the participating countries, the effort offers an official international platform at a time when wine producers in many markets are under pressure from shifting consumption patterns, economic uncertainty and climate-related challenges. The campaign does not directly address those issues, but it places emphasis on continuity, identity and the historical depth of wine production in different territories.

The OIV has not presented the campaign as a competition among countries. Instead, it is framing the project as a collective effort to show the diversity of viticulture while underscoring the common foundation shared by producing regions across the world. That message is central to the Origins concept, which focuses on where wine traditions

come from and how they have been preserved and adapted over time.

The final release on November 29 will coincide with the annual celebration of World Vine and Wine Day, closing a week in which the OIV has used social media to give one country at a time a place in the international spotlight.