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Europe Raises a Glass: VITÆVINO Campaign Launched to Celebrate Wine Culture

European Wine Sector Launches VITÆVINO Initiative

Monday, September 30, 2024



Europe launched the VITÆVINO campaign on Monday, September 30, an initiative led by the European wine sector to highlight the importance of wine culture and its role in society. Supported by dozens of organizations and associations across Europe, the campaign centers around the VITÆVINO Declaration, a document that calls on the European wine community and consumers to unite in protecting and celebrating wine

culture on the continent. The declaration can be signed and publicly endorsed through the website www.vitaevino.org.

The campaign's launch took place simultaneously in several European countries, including Italy, Spain, Austria, Germany, and the Czech Republic, with additional countries such as Portugal, France, Greece, Sweden, and Belgium expected to join soon. These nations will carry out similar communication efforts to promote the initiative, aiming for the campaign to spread across the continent and conclude with a major event at the European Parliament, where the proposal will be presented to members of parliament and EU authorities.



VITÆVINO emphasizes the role of wine as an integral part of European culture and gastronomy, while also highlighting its socioeconomic impact, particularly in rural communities that rely on viticulture to sustain their local economies and counter population decline. The VITÆVINO Declaration states that wine significantly contributes to the economy, from small rural areas to large wine enterprises, helping to keep these regions vibrant from an economic, social, and environmental standpoint.

The campaign has received support from various political figures and also promotes a message of moderation and responsible consumption. The declaration recognizes the importance of balanced and mindful wine consumption, particularly in the context of

shared meals with friends and family, avoiding excess and preserving the tradition of responsible wine enjoyment as part of a healthy lifestyle. It aims to show support for the wine community working to maintain this tradition throughout Europe.

The VITÆVINO Declaration also seeks to protect wine's legacy as a cultural heritage. Wine, deeply rooted in the history and customs of many regions, reflects centuries of tradition and is part of the "art of living" in many cultures. UNESCO has already recognized several wine landscapes and regions as part of the intangible cultural heritage of humanity, underscoring their global significance.

Finally, the campaign encourages citizens to sign the declaration to show their support for preserving wine culture and defending it as a symbol of shared enjoyment and conviviality. Signing the declaration is viewed as a personal commitment to sustainability and the legitimacy of moderate wine consumption within a balanced lifestyle. The website www.vitaevino.org also allows visitors to track the total number of signatories and view their distribution by country.