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VITÆVINO Declaration Launched in Italy

Italy Joins Europe-Wide Celebration of Wine Culture

Monday, October 7, 2024



Italian Minister Francesco Lollobrigida signs the VITÆVINO statement

The European campaign supporting the VITÆVINO Declaration, an initiative promoted at the continental level by major wine sector organizations including Comité Européen des Entreprises Vins (Ceev), Confédération Européenne des Vignerons Indépendants (Cevi), Copa-Cogeca, and the European Federation of Origin Wines (Efow), officially started in Italy. The VITÆVINO Declaration advocates for the recognition of responsible

and moderate wine consumption as part of a healthy and balanced lifestyle. This campaign, dedicated to defending the millenary culture of wine and its role in fostering conviviality, allows supporters to sign the declaration by visiting the dedicated website www.vitaevino.org.

The Italian campaign was launched in Rome during a press conference held at the headquarters of the Ministry of Agriculture, Food Sovereignty, and Forests. Representatives from national agricultural and viticultural associations were present, underscoring the importance of the initiative within Italy's context. Similar events have already been held, or are scheduled to take place, across Europe, including in Austria, France, Germany, Portugal, the Czech Republic, Slovakia, and Spain. The European campaign aims to defend the wine sector against growing global pressure from neo-prohibitionist movements, which have been promoting restrictive measures against wine consumption.

The VITÆVINO Declaration has been endorsed by figures such as the Italian Minister of Agriculture, Food Sovereignty, and Forestry, Francesco Lollobrigida. The declaration was created to address concerns about the growing stigmatization of wine consumption, often based on incomplete or misleading scientific data that fails to differentiate between alcohol abuse and moderate wine consumption. Such pressures have led to unfair and unilateral regulations that could jeopardize the sustainability of rural communities where wine production plays a crucial economic and cultural role.

Wine is considered more than just a beverage—it symbolizes Europe's ancient tradition and cultural heritage, holding significant anthropological and historical value in the development of societies. As a key element of conviviality, it contributes to the preservation of the cultural and economic fabric of European rural areas. The declaration calls on wine enthusiasts, industry professionals, and political representatives to support wine as a symbol of social gathering and acknowledge its socio-economic importance for the development of rural territories. The wine industry is essential for maintaining these communities, promoting environmental protection, resilience, and local community involvement.

VITÆVINO emphasizes that moderate wine consumption has a legitimate place in a healthy lifestyle and should not be confused with alcohol abuse. This distinction is crucial, as misinformation threatens not only the wine sector but also the communities and traditions that depend on it. Supporting the initiative by signing the declaration allows individuals to voice their support for the cultural heritage and economic value of wine, helping to ensure its appreciation and enjoyment for future generations. Wine enthusiasts and supporters across Europe and beyond are invited to back the declaration, available in multiple languages, at www.vitaevino.org.

Viticulture remains a strategic sector for the national economy, particularly within the agri-food industry. In terms of exports, Italy saw a 188% increase between 2003 and 2023, capturing a global market share of 22% last year.