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French Wine Industry Counters Dry January With #FrenchJanuary Campaign Promoting Moderation Over Abstinence

Initiative sparks debate on health, personal freedom and tradition as France seeks balance between wellness trends and cultural identity

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In France, the wine industry has launched a new campaign called #FrenchJanuary as an alternative to the increasingly popular “Dry January” movement. The initiative was announced this week by Vin & Société, an interprofessional organization representing the French wine sector. The campaign comes as more people in France and around the world take part in Dry January, a challenge that encourages complete abstinence from alcohol for the month of January.

The #FrenchJanuary campaign aims to offer a different approach. Instead of promoting total abstinence, it encourages moderation, conviviality, and respect for individual choices. Organizers say the goal is not to oppose Dry January directly, but to provide an option that reflects what they describe as a modern French art of living. According to Vin & Société, #FrenchJanuary is about savoring rather than forbidding, and about finding a balance between excess and abstinence.

The campaign highlights the importance of personal responsibility and freedom of choice when it comes to alcohol consumption. It invites people to enjoy wine and other beverages if they wish, but always with moderation. The message is clear: January does not have to be a month of strict prohibition or indulgence, but can be a time to appreciate quality and make thoughtful decisions.

Vin & Société’s announcement has sparked discussion in France’s food and beverage circles. Some see #FrenchJanuary as a way to defend traditional French values around food and drink, which emphasize pleasure, sharing, and moderation. Others view it as a response by the wine industry to growing health campaigns that call for reduced alcohol consumption.

The campaign is being promoted through social media with the hashtag #FrenchJanuary. Supporters are encouraged to share their experiences of responsible enjoyment throughout the month. The organizers hope that this approach will resonate not only in January but throughout the year.

The launch of #FrenchJanuary reflects ongoing debates in France about public health, personal freedom, and cultural identity. While Dry January continues to gain followers each year, especially among younger generations concerned about health and wellness, many in the wine sector argue that education about moderation is more

effective than calls for total abstinence.

Vin & Société says its initiative is not about encouraging people to drink more, but about fostering a culture where people can make informed choices without judgment or pressure. The group emphasizes that responsible drinking is compatible with enjoying life’s pleasures and maintaining good health.

As the campaign unfolds this month across France, it remains to be seen how much traction #FrenchJanuary will gain compared to Dry January. For now, it has opened up new conversations about how best to promote healthy habits while respecting individual preferences and cultural traditions.