



## PRESS RELEASE

### BECA report: CEVI welcomes the approach of the European Parliament

#### 16/02/2022 - Following the vote of the report "Strengthening Europe in the fight against cancer" CEVI welcomes the position acted by the European Parliament on focusing on harmful alcohol consumption

CEVI welcomes the balance approach of the European Parliament in the BECA report that makes a difference between harmful consumption and moderate drinking.

We strongly support the objective announced by the European Commission and included in this report, namely to reduce harmful consumption by at least 10% by 2025. The independent winegrowers are involved for decades in the promotion and education of responsible drinking. CEVI promotes moderation as a way of life, and recalls that a moderate and responsible wine consumption can perfectly fit with a balanced and healthy lifestyle, such as the Mediterranean diet.

Matilde Poggi, President of CEVI and, herself, an Italian winegrower, points out, "*We achieved a good result, thanks to the European members of parliament who, with their vote, decided to support European wine sector and to promote education to responsible drinking instead of repression*". She stresses that "*Wine is a unique product and each bottle of wine is the fruit of a know-how that winegrowing families have passed on. The quality of our wines reflects the expression of our terroirs and should always be enjoyed in moderation*".

Wine is a cultural heritage and an ancestral know-how that European countries must protect. It is a unique product rooted in our regions. Independent winegrowers play an essential role, stimulating the rural economic fabric and shaping the landscape.

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#### About CEVI:

*CEVI is the only organisation representing and defending the interests of independent winegrowers at European level. CEVI counts today 12 000 members from 12 different States. Independent winegrowers are entrepreneurs at the head of a micro/small enterprise, often a family business. They make everything from the field to the bottle meaning that they produce and sell their wines directly to the consumer.*



#### CEVI – European Confederation of Independent Winegrowers

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