



WIM by ACIBEV - Wine Fairs



**WIM by ACIBEV - Evento vínico
Associação de Vinhos e Espirituosas
de Portugal
Portugal
2016 > Ongoing
#AwarenessRaising**



Objective

To inform visitors about the risks of drinking and driving.

To raise awareness of the benefits of moderate consumption and the risks of alcohol abuse and misuse.

Description

The campaign is part of ACIBEV's commitment to implement the "Wine in Moderation" programme in Portugal. The objective is to promote responsible consumption as a cultural / social norm thus prevent and reduce alcohol-related abuse and harm. To this end, ACIBEV attends consumer wine fairs such as "Encontro com o Vinho e Sabores", "Grandes Escolhas - Vinhos & Sabores", "Mercado de Vinhos do Campo Pequeno" and "Essência do Vinho." Leaflets and promotional materials (notepads, pens, key rings) are distributed and breathalyser tests are carried out at events:

- Drink-driving: Free breathalyser tests are available to visitors leaving the event. The visitor also receives a leaflet containing guidelines for low-risk consumption, units of measurement and the legal Blood Alcohol Concentration (BAC) limits for driving in Portugal, as well as public transport alternatives.
 - Following the joint collaborative agreement signed with the ANSR (National Road Safety Authority) in 2021 visitors can also use a driving simulator and see what it is

like to drive impaired using special glasses that recreate the visual impact of different BAC levels.

- Responsible drinking: Leaflets are given to visitors which contain information on the guidelines for low-risk consumption, units of alcohol, how alcohol is processed by the body and myths about alcohol.
- Responsible Service manuals are also available, and the social responsibility film video is also played.

Results

Drink Driving: In 2022, over 1,200 attendees used the drink-drive simulation and ACIBEV carried out 1,596 breathalyser tests. Over 7,000 participants have been reached since 2016, 6,832 free breathalyser tests have been carried out and more than 6,800 leaflets with information on drink-driving have been handed out.

Responsible Consumption: Around 3,200 leaflets as well as promotional materials such as pens and key rings were handed out in 2022. 3,500 responsible drinking leaflets, 500 notepads, 500 pens, 500 key rings were distributed in 2020. 2,200 leaflets were distributed in 2019. 700 leaflets were distributed in 2018.

Responsible Service Manual: 5 manuals were distributed in 2020, 2019 and in 2018. 30 manuals were handed out in 2017.

Downloads

Photo gallery



