



Oregon Wine Symposium

THE ANTI-ALCOHOL MOVEMENT: WHY IT'S HAPPENING, WHAT THE SCIENCE SAYS, AND HOW WE CAN TAKE ACTION

Jessica Mozeico, Et Fille Wines

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ASSOCIATION EST 1981

The New York Times

LIVE [See more updates from this story.](#) 9m ago

New Dietary Guidelines Abandon Longstanding Advice on Alcohol

Now the government's recommendation is to "limit" drinking, without specifying safe amounts for men and women. The guidelines no longer warn of risks like cancer.

The New York Times

Surgeon General Calls for Cancer Warnings on Alcohol

Dr. Vivek Murthy's report cites studies linking alcoholic beverages to at least seven malignancies, including breast cancer. But to add warning labels, Congress would have to act.

Too Much Drinking Contributes To Cancer Risk, Study Says

By HealthDay | Dec. 15, 2025, at 6:55 a.m.



Are two drinks a day too many? Inside the debate on what to tell America about alcohol



THE WALL STREET JOURNAL.
HEALTH | WELLNESS

Women Are Drinking More—and Doctors Are Worried

Women are experiencing rising alcohol-related deaths at a faster clip than men, data show

GALLUP®

U.S. Drinking Rate at New Low as Alcohol Concerns Surge

Women should avoid all alcohol to reduce risk of breast cancer, charity says

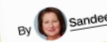


World Cancer Research Fund goes further than UK and WHO advice on alcohol after review of evidence

There is no safe amount of alcohol when it comes to dementia, study finds



UPDATED SEP 25, 2025



Yet Another Study Warns That Consuming Alcohol Raises Cancer Rates

By Gary Stern, Former Contributor. © I cover the restaurant industry.



The rate of alcohol-related deaths in the U.S. rose 30% in the first year of COVID

NOVEMBER 5, 2022 · 10:43 AM ET

By The Associated Press



HOW DID WE GET HERE?

1



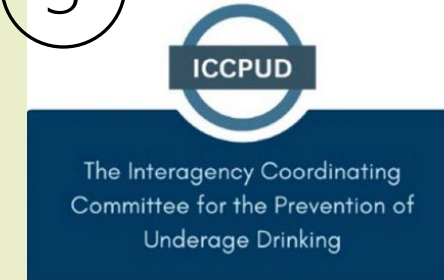
- “No safe level”
- Lancet

2

NATIONAL ACADEMIES
*Sciences
Engineering
Medicine*

- Moderate drinking associated with lower mortality

3



- Risk of dying increases

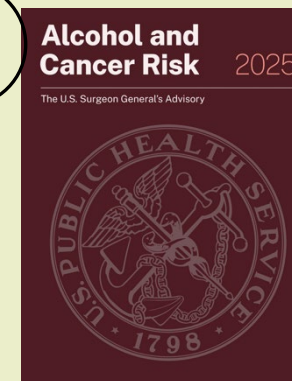
2023

2024

2025

2026

4



- Increased risk of cancer

5

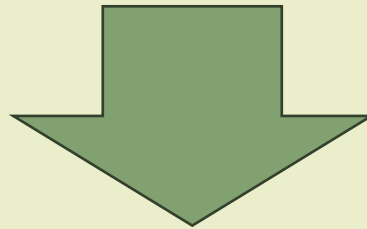


- Moderate drinking lower risk
- Oregon Wine Symposium**

SESSION OBJECTIVES & OUTCOMES

OBJECTIVES

- Outline anti-alcohol movement
- Summarize key studies of the role of alcohol in health
- Provide a foundation for developing a responsible communication strategy



OUTCOMES

Participants understand the anti-alcohol movement key claims and initiatives, can distinguish between headlines and critical data of the role of alcohol in health, and can integrate health issues into overall communication strategy



Amy Gross

CEO, VineSleuth/ Wine4.Me

Leads the development, sales, & service of white-labeled personal digital wine selectors for wineries, retailers, restaurants, and special events.

National President, Women For WineSense

Guides the leadership of 13 local chapters of wine professionals and aficionados, with nearly 750 members nationwide. **(Volunteer Role)**

Vice Chairman for Judging, Winery Relations, Houston Livestock Show & Rodeo

Recruits, educates, and aligns 150 wine judges for the International Wine Competition. **(Volunteer Role)**

DR. LAURA CATENA



- Stanford University – Medical Doctor



- Harvard University – BA in Biology, magna cum laude



- Practicing Emergency Physician for 27 years, UCSF – University of California San Francisco.

- 4th Generation Vintner - ARGENTINA
- Founder - Catena Institute of Wine
- Old Vine Hero Award Winner 2023
- Catena Zapata - #1 World's Best Vineyards 2023
- Vinexposium - Sustainability Award 2025
- Executive Leadership Board of UC Davis Department of Viticulture and Enology

WWW.INDEFENSEOFWINE.COM

- Objective → to clarify science and correct misinformation around alcohol, wine and health.
- Letters to the Editor: calling attention to misinformation in the mainstream media.



Oregon Wine Symposium

THE ANTI-ALCOHOL MOVEMENT: WHY IT'S HAPPENING

Amy Gross

National President, Women For WineSense & CEO, VineSleuth/ Wine4.Me

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What Is Happening??





New York,
USA, 1851



Stockholm, Sweden, 2026



178 Member Organizations from 63 countries

Africa: 80 Member Organizations in 26 countries

Europe: 42 Member Organizations in 19 countries

The Americas: 17 Member Organizations in 6 countries

Asia-Pacific: 39 Member Organizations in 12 countries

DEVELOPMENT THROUGH ALCOHOL PREVENTION

Movendi International is the largest independent global movement for development through alcohol prevention. We unite, strengthen and empower civil society to address alcohol as serious obstacles to development on personal, community, societal and global level.

[The Issues](#)

[What We Do](#)

[Take Action](#)



We create and promote a common narrative for the movement to tackle harmful substances as obstacle to development and elevate voices of affected people and communities.

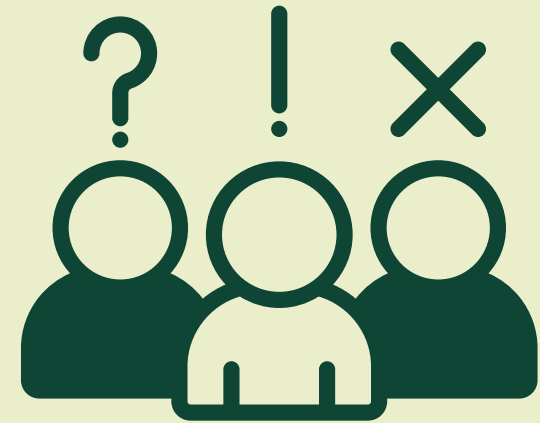
Movendi's 3-Pronged Approach



Policy
Influence



Media
Campaigns



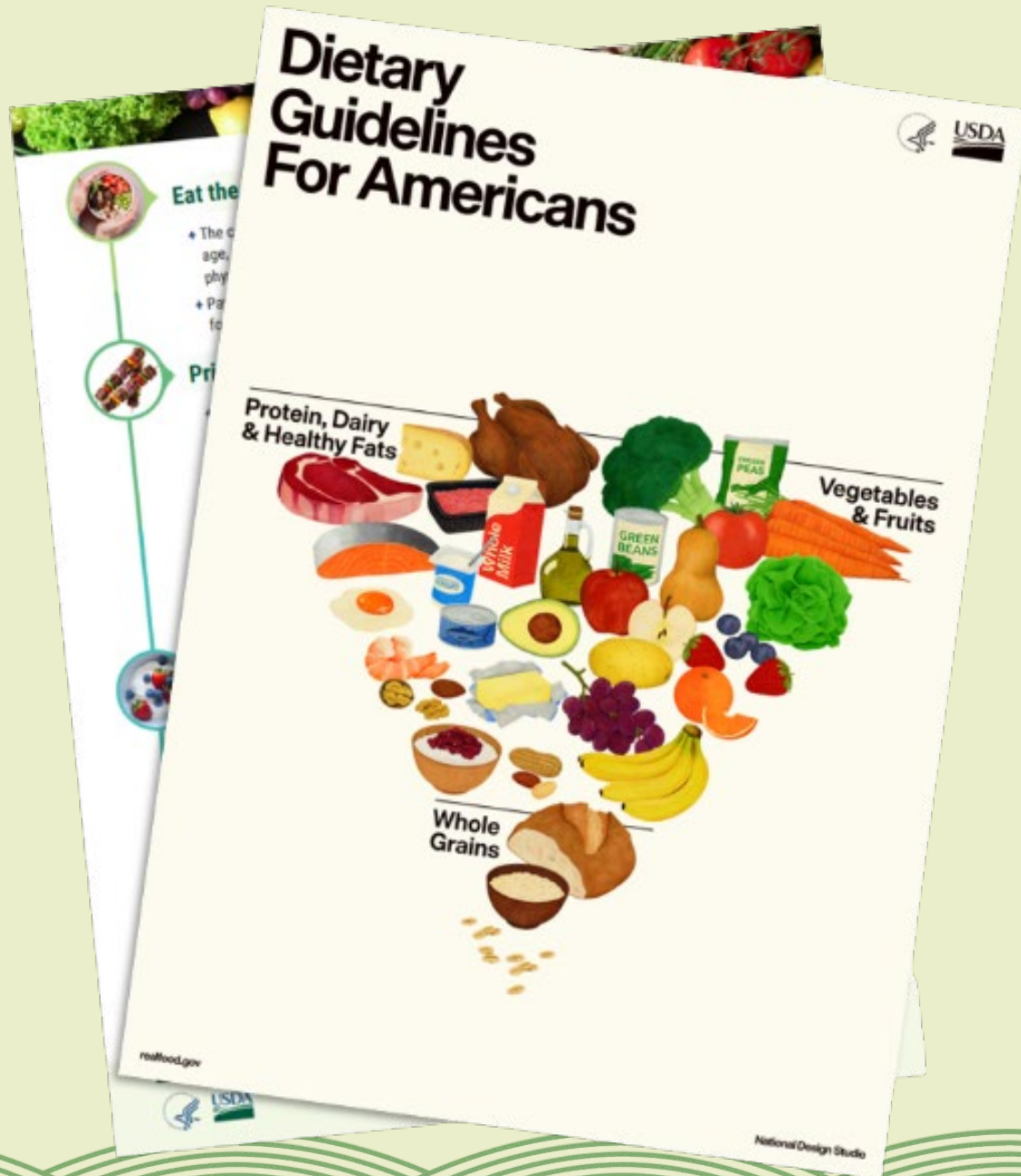
Social
Pressure

2020-2025

...choose not to drink or to drink in moderation by limiting intakes to 2 drinks or less in a day for men and 1 drink or less in a day for women

2025-2030

Consume less alcohol for better overall health



Confused Consumers...

(if they are even paying attention)

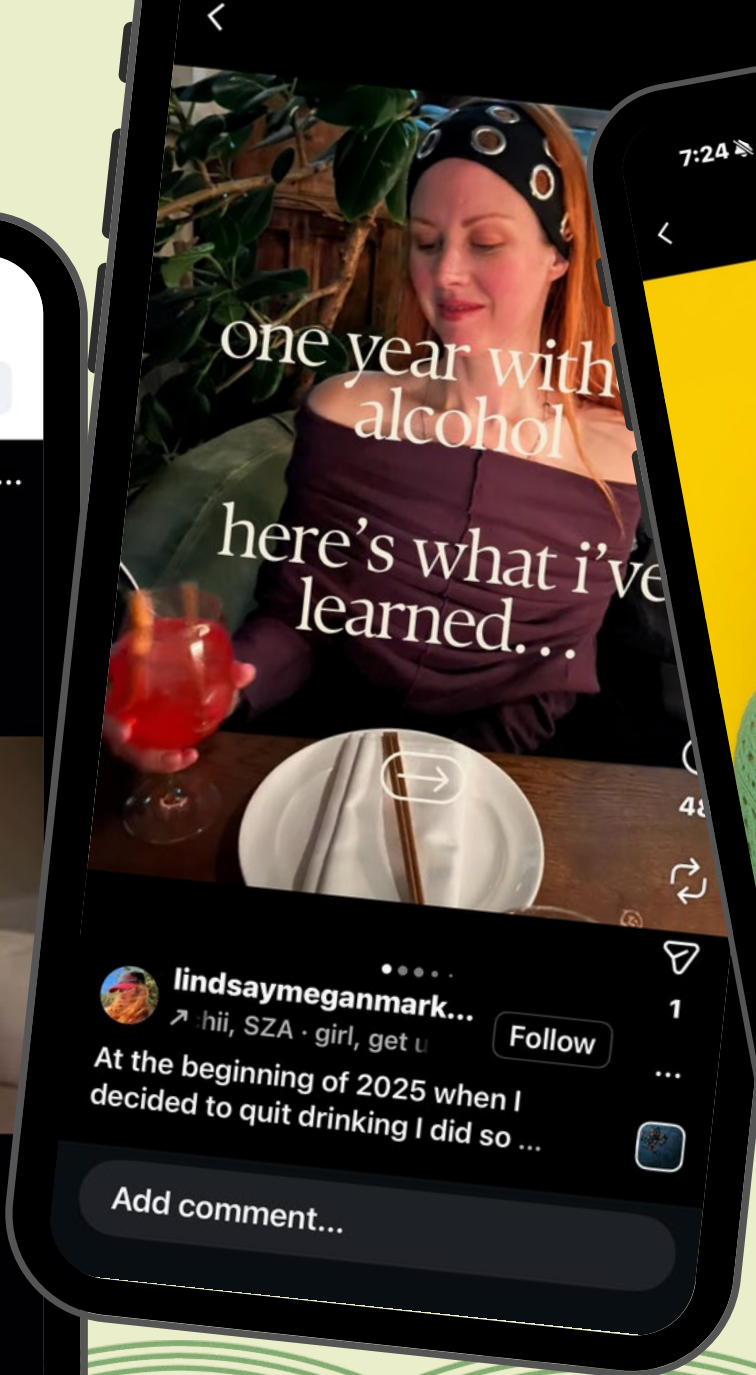


Dietary Guidelines for Americans, 2026

Consume less
alcohol for better
overall health

World Health Organization, 2025

No level of alcohol
consumption is safe
for our health



“

"The decline in alcohol consumption has many positives. But it also means a decline in the rites of passage and communal bonding that alcohol historically facilitated."

Scott Galloway, author, No Malice/ No Mercy

”

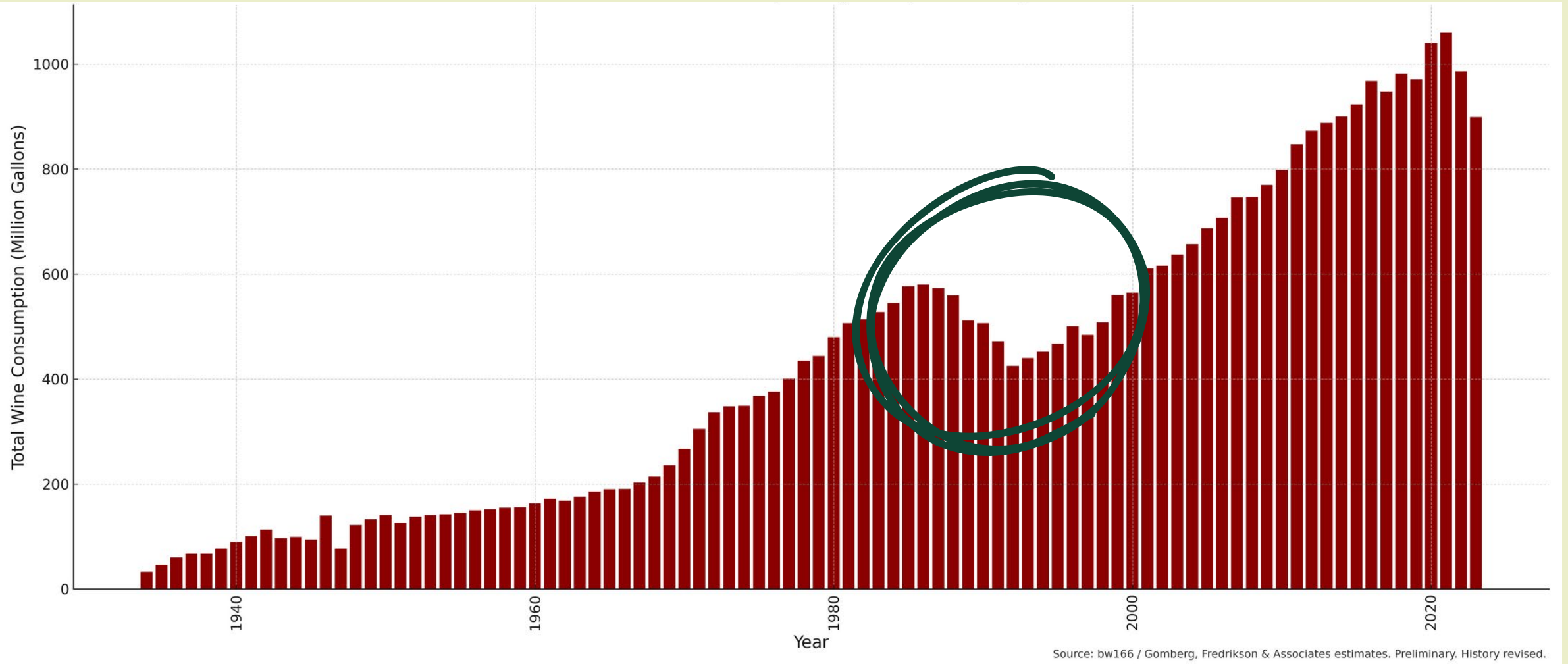
MOVENDI
INTERNATIONAL



 **Oregon Wine**
Symposium

US Wine Consumption by Year

(1934-2023)

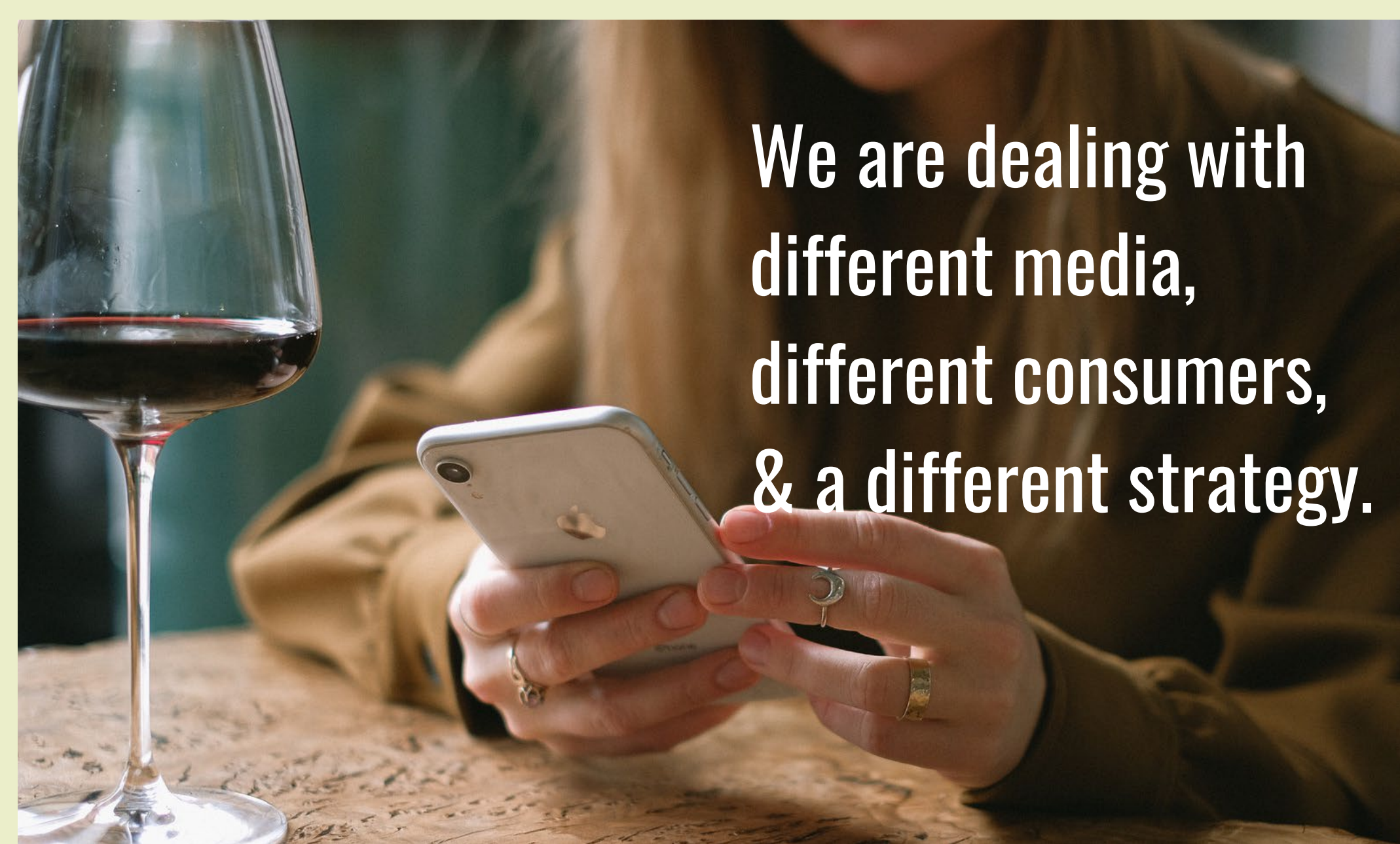


Source: bw166 / Gomberg, Fredrikson & Associates estimates. Preliminary. History revised.



WOMEN FOR
wineSense 

- **1990** WWS Founded
- **1991** “The French Paradox” on 60 Minutes
- **1992** US red wine sales increased by 39%
- **1993** Congress declares American Wine Appreciation Week
- **2026** Nearly 750 members among 13 chapters nationwide

A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a brown jacket and several rings. To the left, a wine glass filled with red wine sits on a wooden table. The background is softly blurred, showing a green wall. The overall scene suggests a modern wine enthusiast or professional.

**We are dealing with
different media,
different consumers,
& a different strategy.**



Oregon Wine Symposium

THE ANTI-ALCOHOL MOVEMENT: WHAT THE SCIENCE SAYS

Laura Catena

MD | Stanford Medical School | 27 years Emergency Medicine | 4th Generation Vintner

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ASSOCIATION EST 1981

*“As a physician and scientist, **I believe there is not enough proof to impose ‘no safe limit for alcohol consumption’** as a general health policy directive. Many studies in reputable, peer-reviewed journals have shown that **those who drink in moderation tend to have lower all-cause mortality.** Moreover, the pleasure and conviviality of moderate alcohol consumption should not be dismissed without robust evidence of its harm. I urge individuals to make their own alcohol consumption decisions in consultation with a doctor.”*

– DR LAURA CATENA

4th Generation Vintner and Retired Emergency Physician

Conflict of Interest Statement: The author is employed by her family winery in Argentina, Catena Zapata.

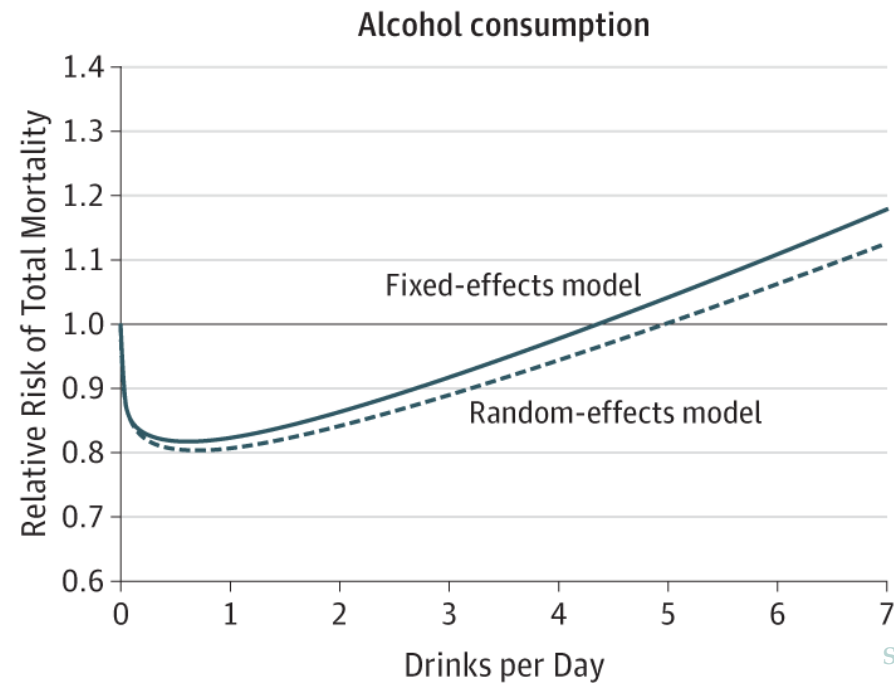
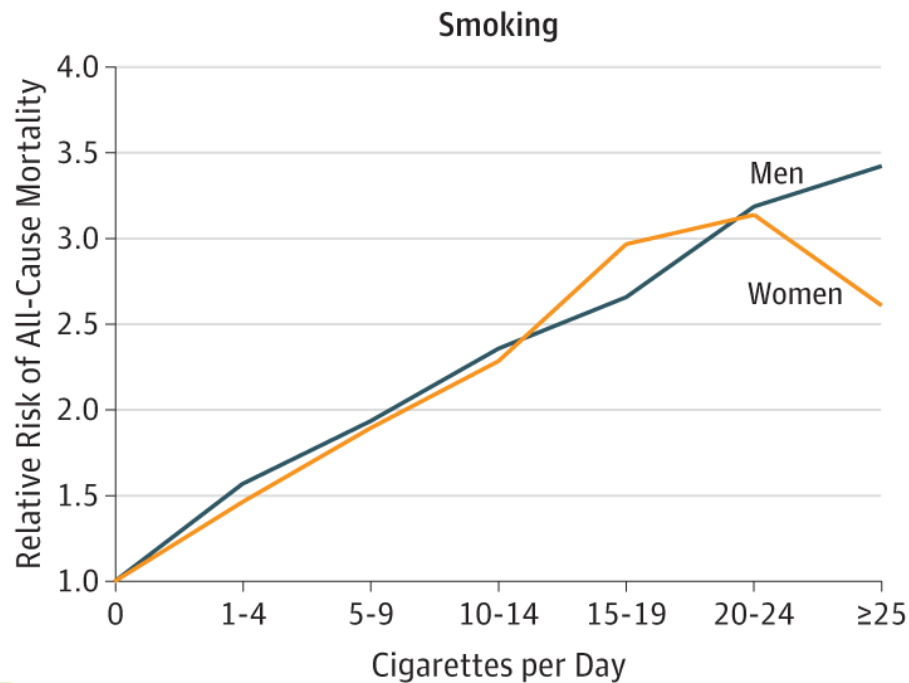
Dr. Catena declares no other conflicts of interest.

WHY ALCOHOL AND TOBACCO ARE NOT EQUIVALENT: WHAT THE SCIENCE SHOWS

October 6, 2015

J-Shaped Curves and Public Health

Dave A. Chokshi, MD, MSc^{1,2}; Abdulrahman M. El-Sayed, MD, DPhil³; Nicholas W. Stine, MD^{1,2}



Source: [JAMA Network](#)

CRITICAL DIFFERENCE:

Tobacco: No safe level | Harmful at ANY dose | No health benefits at any level

Alcohol (adults 40+): J-shaped curve | Lower all-cause mortality for moderate drinkers | Risks increase at high doses



THE WALL STREET JOURNAL.

Your Happy Hour Habits Could Raise Your Cancer Risk



By [Sumathi Reddy](#) [Follow](#)

Feb. 11, 2025 8:00 am ET



Share



Resize



408



Listen (1 min)



**“We all know cigarettes cause cancer.
The memo on booze hasn’t reached everyone.”**

“Dr. Larry Norton, a breast cancer oncologist and medical director of breast cancer at Memorial Sloan Kettering, says he’s been giving his patients the same advice for years. There is no need to completely abstain from drinking alcohol; to minimize your risk, limit alcoholic drinks to occasional social interactions and to two to three drinks a week.”

Sumathi Reddy, The Wall Street Journal



**Oncologists are not telling moderate
drinkers to stop drinking alcohol altogether**

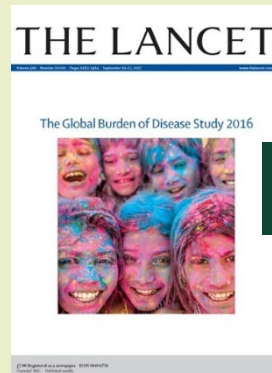


SCIENTIFIC EVIDENCE IS EVOLVING: WHAT THE LATEST RESEARCH SHOWS

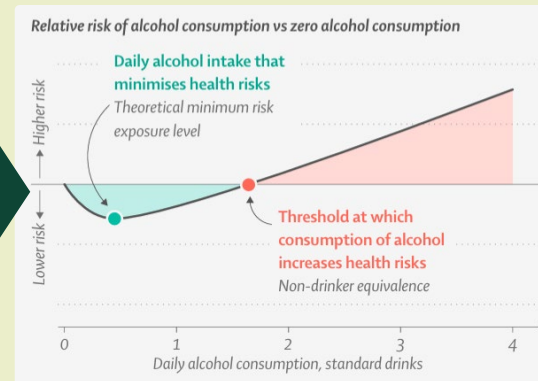
The WHO frequently cites the 2016 Global Burden of Disease (GBD) study published in The Lancet, even though in its [2022 Lancet*](#) update, the GBD authors revised their conclusion:

Global Burden of Disease 2016 Lancet 2018

“No level of alcohol consumption improves health”



CORRECTED



Global Burden of Disease 2020 Lancet 2022

*“For individuals aged 40+, drinking small amounts of alcohol is not harmful to health, but drinking more than a certain amount increases health risks.”***

KEY TAKE AWAY: “For adults over age 40, health risks from alcohol consumption vary by age and region. Consuming a small amount of alcohol for people in this age group can provide some health benefits, such as reducing the risk of cardiovascular disease, stroke, and diabetes.”*

*The Lancet 2022. Health Risks of Alcohol Infographic - Global Burden of Disease Study 2020. | **<https://www.thelancet.com/infographics-do/alcohol-gbd>

U.S.A: THE TWO VERY DIFFERENT REPORTS THAT WERE BEING USED TO DRAFT THE 2025-2030 U.S. DIETARY GUIDELINES FOR AMERICANS: NASEM AND ICCPUD

NASEM Report, December 2024: Authored by 14 scientists from leading U.S. Academic Institutions (University of Colorado School of Medicine, University of Arkansas for Medical Sciences, Harvard University, Cornell University, University at Buffalo, Brown University School of Public Health, University of Idaho, Johns Hopkins, University of North Carolina at Chapel Hill, University of Iowa, Stanford University School of Medicine), supported by 9 researchers and 3 consultants from the Academy of Nutrition and Dietetics. The report was peer-reviewed by 12 additional experts in various fields, including cardiovascular disease, cancer, neuroscience, psychology, and nutrition.

ICCPUD Report, January 2025: Composed of 6 scientists, half of whom are based in Canada. Two members were involved in the Canadian Center on Substance Use and Addiction Alcohol and Health Guidance, which was widely criticized for its questionable scientific methods, and which was not adopted by the Canadian government. Several of the ICCPUD panel members are associated with and have accepted paid work from acknowledged temperance organizations such as IOGT – the International Order of the Good Templars (renamed Movendi).

NATIONAL ACADEMIES *Sciences
Engineering
Medicine*

ICCPUD *Interagency Coordinating Committee
on the Prevention of Underage Drinking*

← **WILL NOT
BE USED**

OBJECTIVE REVIEW

Yes. The committee includes experts from top U.S. institutions with diverse, relevant expertise.

No. Half are from Canadian institutions; several have ties to temperance organization; no specialist in cardiovascular disease.

PEER REVIEWED

Yes.

No.

KEY FINDINGS

For moderate drinkers (male and female): lower mortality from all-causes, reduced cardiovascular mortality, increased breast cancer risk (all with only moderate certainty because there is no large randomized controlled trial – only observational data).

For moderate drinkers: reduced risk of diabetes and ischemic stroke; data shows J-curve for 7 drinks a week consumption, but report doesn't acknowledge result. Alcohol attributable death: 1 in 1000 if consuming more than 7 drinks per week and 1 in 100 increased risk if consuming more than 9 drinks per week.

DATA ANALYSIS

Compares moderate drinkers to never drinkers. Metanalysis of data from last 15 years confirms the existence of a J Curve for all cause and cardiovascular mortality and an association between moderate drinking and breast cancer risk.

Modeling with cherry-picked studies multiplies potential errors associated with observational data and confounders. Does not adequately distinguish moderate from heavy consumption. Mistakes association with causality.

NASEM REPORT HIGHLIGHTS

JANUARY 2025

The National Academies' report represents the most comprehensive peer-reviewed analysis of moderate alcohol consumption to date.

Report Reliability:

- The National Academies is viewed as a non-biased, highly reliable source of scientific information.
- Its peer reviewed report analyzes the latest research on moderate alcohol consumption and health.
- The report refutes the “no safe level” claim.

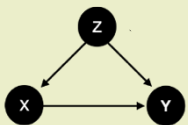
Research and Confounders:

All eight studies contributing data to the main question (i.e., the association of moderate consumption of alcohol compared to never consuming alcohol on the risk of all-cause mortality) adjusted for major confounders, including age, sex, socioeconomic factors, physical activity, smoking, and typically some mixture of co-morbidities and body habitus. The eight included

CONTROLLED FOR



AGE – SEX – SOCIOECONOMIC FACTORS – PHYSICAL
ACTIVITY – SMOKING – BODY HABITUS



16-23%

LOWER RISK OF ALL-CAUSE MORTALITY

among those who consumed moderate amounts of alcohol compared with those who never consumed alcohol.

18-23%

LOWER RISK OF CARDIOVASCULAR DEATH

among persons consuming moderate amounts of alcohol compared with persons never consuming alcohol.

5-10%

INCREASED RISK OF BREAST CANCER

among females consuming moderate amounts of alcohol compared with females never consuming alcohol.

KEY TAKE AWAY: “Based on scientific data, the committee concludes that compared with never consuming alcohol, moderate consumption is associated with lower all-cause mortality.” (-with moderate certainty)

POSSIBLE MECHANISMS FOR LIGHT / MODERATE ALCOHOL CARDIOPROTECTIVE EFFECTS



1. RAISES HDL

The good cholesterol



2. FIBRINOLYTIC

Like Aspirin, alcohol might act as a blood thinner preventing plaque formation



3. BRAIN EFFECT

Might lower stress-induced heart attacks by reducing amygdala (fight or flight center of the brain) activation



4. BETTER GLUCOSE CONTROL

Moderate alcohol consumption lowers blood glucose and reduces incidence of diabetes

SOURCES:

- *Piano, Mariann R. "Alcohol's effects on the cardiovascular system." Alcohol research: current reviews 38.2 (2017): 219.*
- *Ma, Hao, et al. "Moderate alcohol drinking with meals is related to lower incidence of type 2 diabetes." The American Journal of Clinical Nutrition 116.6 (2022): 1507-1514.*
- *Mezue, Kenechukwu, et al. "Reduced stress-related neural network activity mediates the effect of alcohol on cardiovascular risk." Journal of the American College of Cardiology 81.24 (2023): 2315-2325.*

AMERICAN HEART ASSOCIATION CIRCULATION – JUNE 2025: ALCOHOL INTAKE AND CARDIOVASCULAR DISEASE

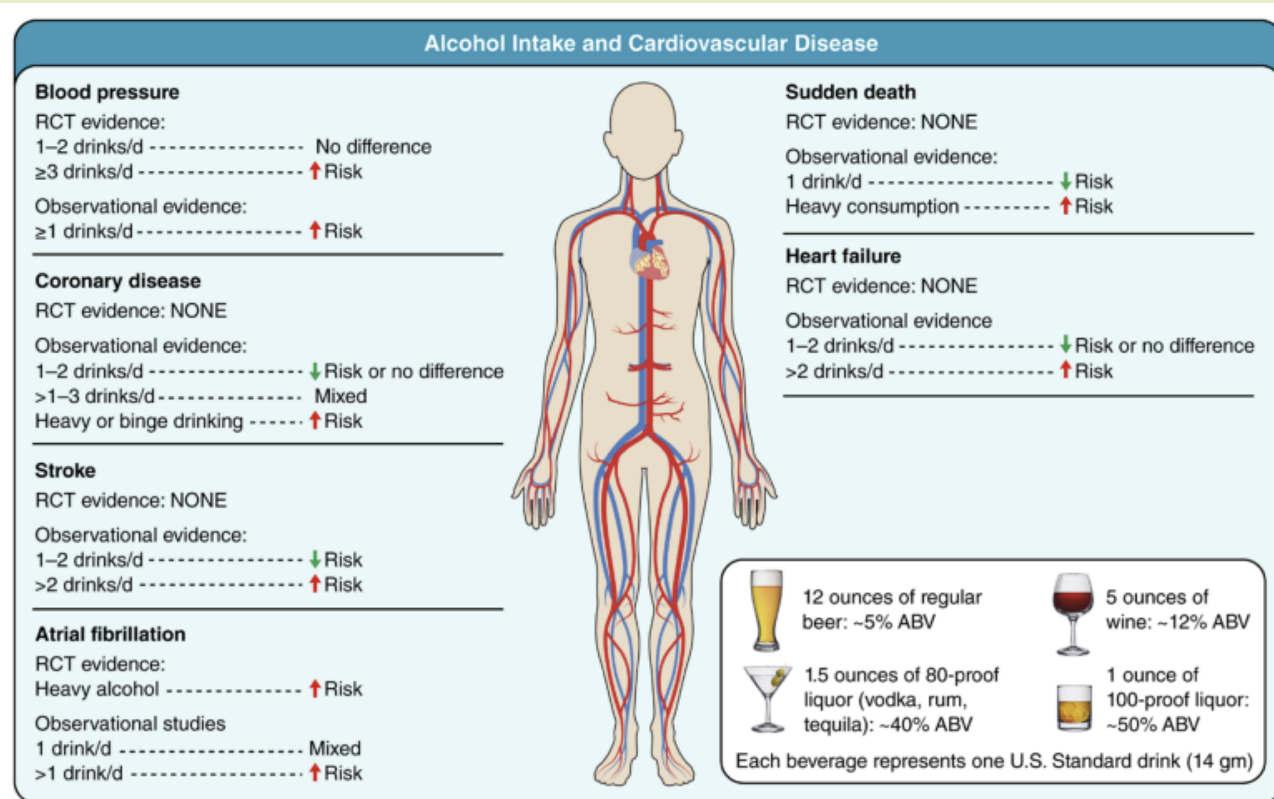


Figure 2. Alcohol intake and cardiovascular disease.

This figure summarizes data from studies reviewed herein and indicates the general direction of risk (with an up or down arrow) that has been observed with particular study designs. It is important to note that with most of these studies, especially those using observational study designs, fully accounting for unmeasured, unknown, residual confounding remains challenging. ABV indicates alcohol by volume; and RCT, randomized controlled trial.

KEY TAKE AWAY: The American Heart Association (AHA) confirms that moderate drinking is associated with reduced risk of several cardiovascular conditions, including coronary disease, stroke, sudden cardiac death, and heart failure.

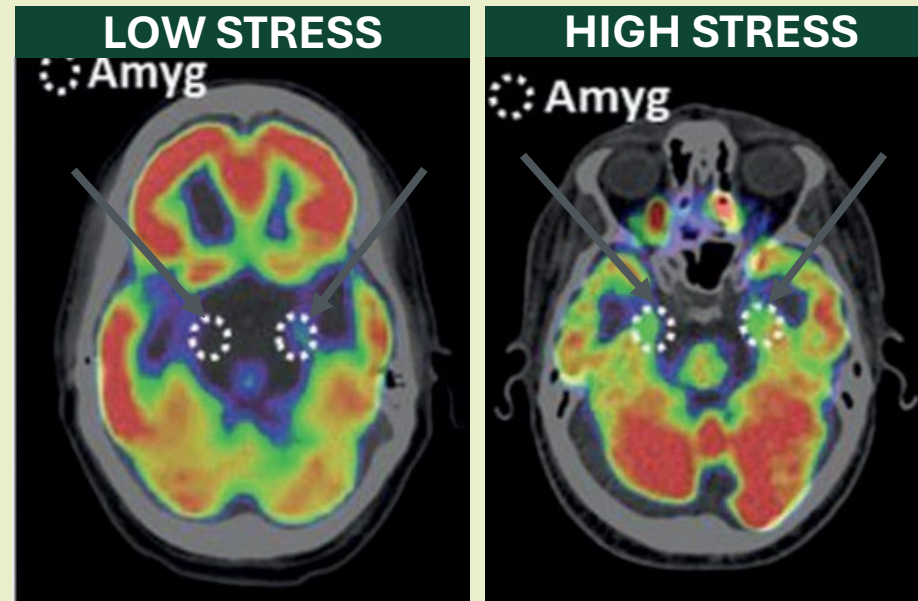
The AHA distinguishes between randomized controlled trial (RCT) evidence (more reliable) and observational evidence (shows associations but not causation)

Source: <https://www.ahajournals.org/doi/10.1161/CIR.000000000001341>

NEW STUDY – 2023: STRESS, NEURAL NETWORK ACTIVITY AND ALCOHOL



20-40% REDUCTION in major adverse cardiac events for moderate drinkers



The brain scans of light drinkers showed markedly less activity in the amygdala. (Also found increase in cancer risk).

KEY TAKE AWAY: “Moderate alcohol drinkers experience a lower stress reaction in the amygdala (the fight or flight center of the brain)”

Source: Kenechukwu Mezue, Michael T. Osborne, Shady Abohashem, Hadil Zureigat, Charbel Gharios, Simran S. Grewal, Azar Radfar, Alexander Carneiro, Taimur Abbasi, Karmel W. Choi, Zahi A. Fayad, Jordan W. Smoller, Rachel Rosovsky, Lisa Shin, Roger Pitman, and Ahmed Tawakol. "Reduced stress-related neural network activity mediates the effect of alcohol on cardiovascular risk." *Journal of the American College of Cardiology* 81, no. 24 (2023): 2315-2325.



ALCOHOL & CANCER

Reduction of some cancers associated with moderate drinking.



- Kidney cancer
- Thyroid cancer
- Some hematologic malignancies



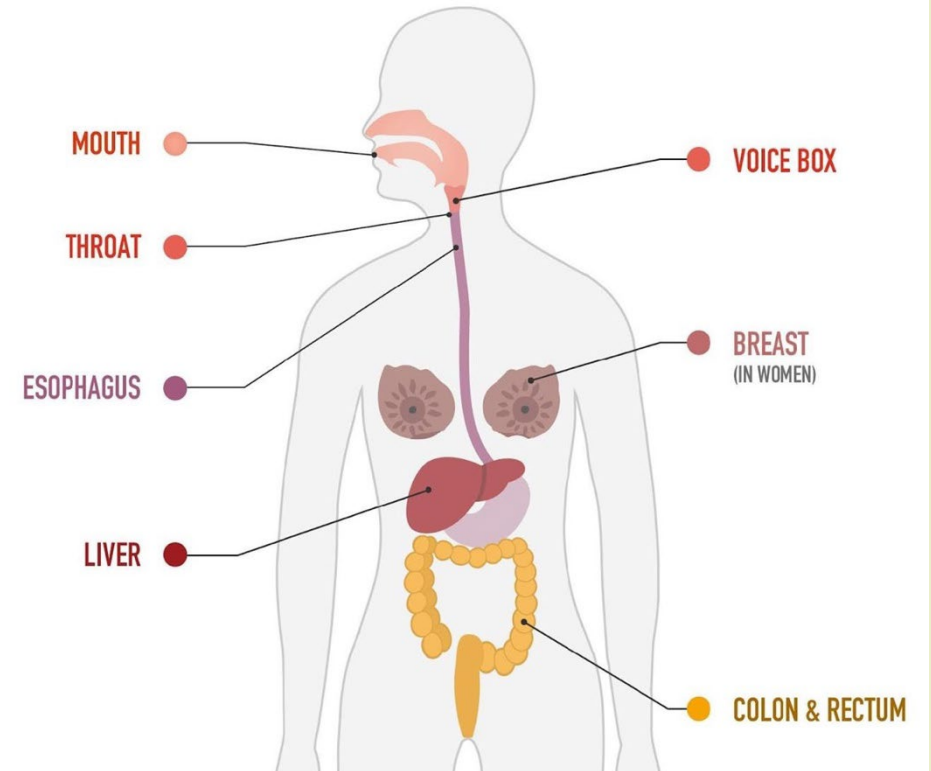
SOURCES:

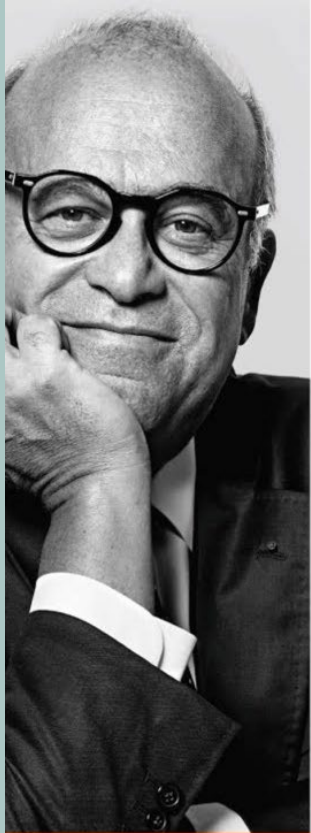
- Allen, Naomi E., Valerie Beral, Delphine Casabonne, Sau Wan Kan, Gillian K. Reeves, Anna Brown, and Jane Green. "Moderate alcohol intake and cancer incidence in women." *Journal of the National Cancer Institute* 101, no. 5 (2009): 296-305.
- Chen, Wendy Y., Bernard Rosner, Susan E. Hankinson, Graham A. Colditz, and Walter C. Willett. "Moderate alcohol consumption during adult life, drinking patterns, and breast cancer risk." *Jama* 306, no. 17 (2011): 1884-1890.
- Bagnardi, Vincenzo, Marta Blangiardo, Carlo La Vecchia, and Giovanni Corrao. "Alcohol consumption and the risk of cancer: a meta-analysis." *Alcohol Research & Health* 25, no. 4 (2001): 263.

HEAVY CONSUMPTION OF ALCOHOL AND, IN SOME CASES, MODERATE CONSUMPTION.

NATIONAL CANCER INSTITUTE

Cancers Associated with Drinking Alcohol





Pr David
KHAYAT

**ARRÊTEZ
DE VOUS
PRIVER !**

**MANGER, BOIRE, BIEN VIVRE,
tout est enfin possible !**

Albin Michel ■

“Drunk in moderation, wine is not carcinogenic. (...) I have approached the issue of wine and health with great objectivity, and I can confidently say: wine consumed in moderation is not carcinogenic.”

Dr. David Khayat

Former head of the oncology department at the Pitié-Salpêtrière Hospital (AP-HP), Paris. Professor of oncology at the Pierre-et-Marie-Curie Faculty of Medicine (Paris VI), now part of Sorbonne University. Founder and president of the Paris Charter Against Cancer, launched in 2000 under the auspices of UNESCO.

UNATI STUDY — UNIVERSITY OF NAVARRA, SPAIN SUPPORTED BY EUROPEAN RESEARCH COUNCIL

A European UNATI study analyzes moderate wine consumption in the Mediterranean Diet.

The clinical trial will evaluate the effects of wine
on more than 10,000 people.

Study Design:

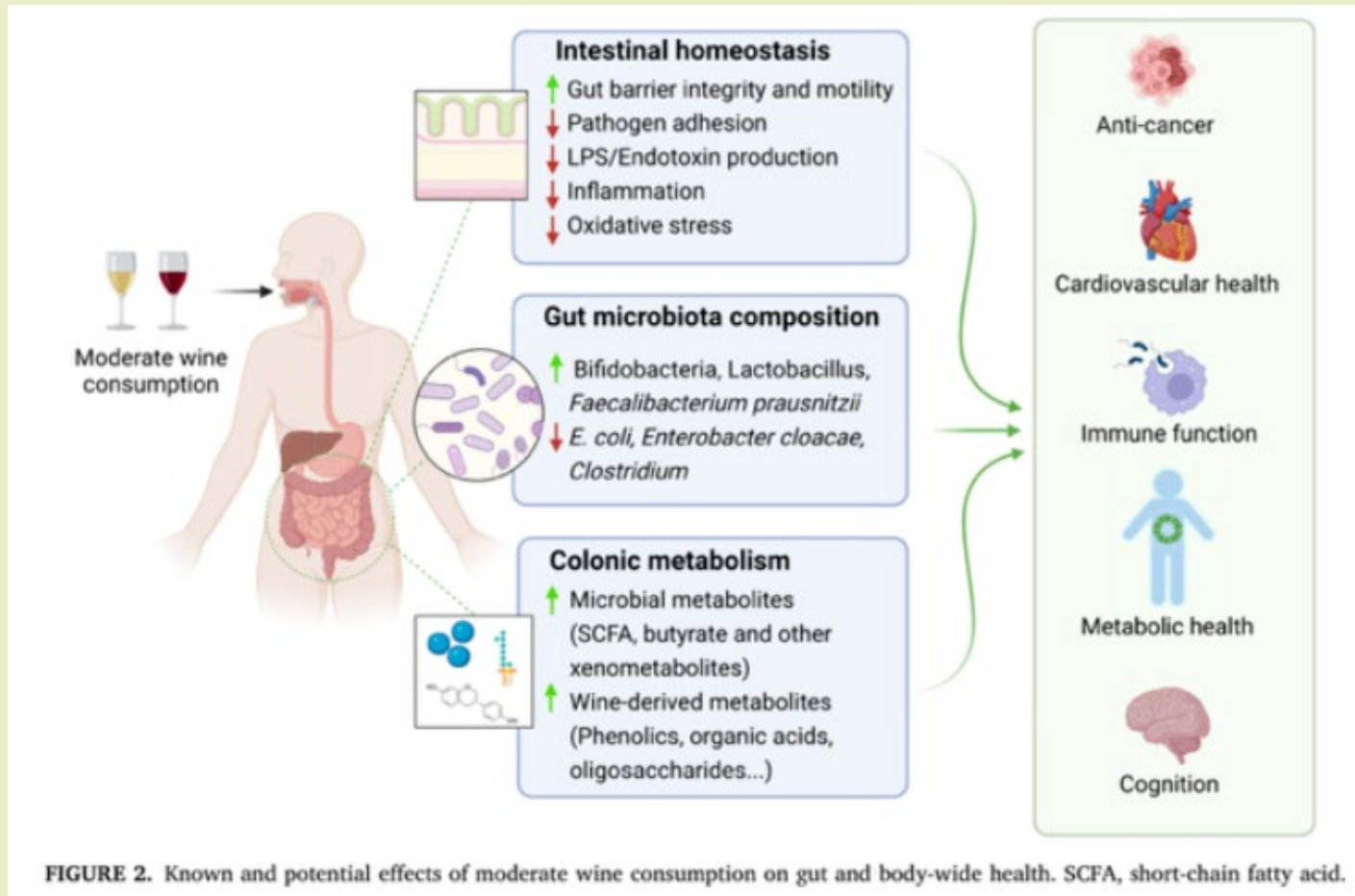
- Randomized, controlled clinical trial (gold standard)
- 10,000+ participants (ages 50-75)

This research, supported by the European Research Council, aims to evaluate the **effects of moderate wine consumption versus total abstinence**, within the framework of the Mediterranean Diet. The novelty of this study is that it will be the **first to conduct a large, 5 year randomized controlled trial** to address this issue scientifically. More than 10,000 people between the ages of 50 and 75 will participate in it, allowing for results from a representative sample at the European level.

KEY TAKEAWAY: GOLD STANDARD RANDOMIZED CONTROLLED TRIAL will provide first direct evidence comparing abstinence vs. moderation

Source: <https://www.vinetur.com/2025040286254/estudio-europeo-unati-analiza-el-consumo-moderado-de-vino-en-la-dieta-mediterranea.html>

THE NEW METABOLOMICS FRONTIER: WINE AND GUT MICROBIOME



KEY TAKE AWAY: Recent findings suggest that the moderate consumption of wine could impact health well beyond CVD risk, including effects on intestinal physiology and gut microbial diversity and function.

Source: A Multiomics Framework to Unlock the Relationships between Wine, Food, and Gut Health <https://pubmed.ncbi.nlm.nih.gov/40545001/>

DR KHAYAT'S CONSUMPTION GUIDELINES

- 1 A maximum of three glasses per day.
- 2 Up to 10 standard glasses per week.
- 3 Have alcohol-free days each week.
- 4 Don't drink to forget.



Former head of the oncology department at the Pitié-Salpêtrière Hospital (AP-HP), Paris. Professor of oncology at the Pierre-et-Marie-Curie Faculty of Medicine (Paris VI), now part of Sorbonne University. Founder and president of the Paris Charter Against Cancer, launched in 2000 under the auspices of UNESCO.

DIETARY GUIDELINES

5 glasses of wine ~ 1 bottle of wine
 wine ~ 70 grams of alcohol



		UNITED STATES	UNITED KINGDOM	FRANCE	ITALY
UNITS	2020-2025	1 unit of alcohol ~150 ml (wine) 5 ounces	1 unit of alcohol ~90 ml (wine) 3 ounces	1 unit of alcohol ~100 ml (wine) 3.5 ounces	1 unit of alcohol ~125 ml (wine) 4.4 ounces
	2026-2030	<p>Limit Alcoholic Beverages</p> <ul style="list-style-type: none"> Consume less alcohol for better overall health. People who should completely avoid alcohol include pregnant women, people who are recovering from alcohol use disorder or are unable to control the amount they drink, and people taking medications or with medical conditions that can interact with alcohol. For those with a family history of alcoholism, be mindful of alcohol consumption and associated addictive behaviors. 	<p>No more than 14 units per week, spread over at least 3 days, 112 grams of alcohol total over a week.</p> <p>Some alcohol-free days.</p>	<p>Up to 10 units per week, 100 grams of alcohol total over a week.</p> <p>No more than 2 units per day.</p> <p>Several days off a week.</p>	<p>WOMEN: Up to 1 unit per day, 12 grams of alcohol total per day.</p> <p>MEN: Up to 2 units per day, 24 grams of alcohol per day for 21–65-year-olds.</p>
GUIDELINES		<p>WOMEN: Up to 1 unit per day. Up to 7 units per week.</p> <p>MEN: Up to 2 units per day. Up to 14 units per week.</p>			

Binge drinking is harmful. It is defined as 4-5 units in about 2 hours.

SOURCES: International Alliance for Responsible Drinking (IARD). "Drinking Guidelines: General Population" / Knowledge for Policy, European Commission. / "National low-risk drinking recommendations (or drinking guidelines) and standard units". (June 2024) / DGAs 2026-2030: <https://cdn.realfood.gov/DGA.pdf>



KEY TAKE AWAYS

J-CURVE, JAMA NETWORK

Tobacco: No safe level | Harmful at ANY dose | No health benefits at any level

Alcohol (adults 40+): J-shaped curve | Lower all-cause mortality for moderate drinkers | Risks increase at high doses.

GLOBAL BURDEN OF DISEASE, THE LANCET

For adults over age 40, health risks from alcohol consumption vary by age and region. Consuming a small amount of alcohol for people in this age group can provide some health benefits, such as reducing the risk of cardiovascular disease, stroke, and diabetes.

REVIEW OF EVIDENCE ON ALCOHOL AND HEALTH, NASEM [National Academies] REPORT

Based on scientific data, the committee concludes that compared with never consuming alcohol, moderate consumption is associated with lower all-cause mortality.” (-with moderate certainty).

ALCOHOL INTAKE AND CARDIOVASCULAR DISEASE, THE AMERICAN HEART ASSOCIATION

The American Heart Association (AHA) confirms that moderate drinking is associated with reduced risk of several cardiovascular conditions, including coronary disease, stroke, sudden cardiac death, and heart failure.

NEURAL NETWORK ACTIVITY AND ALCOHOL, HARVARD MEDICAL SCHOOL RESEARCH

“Moderate alcohol drinkers experience a lower stress reaction in the amygdala (the fight or flight center of the brain).”

WINE IN THE MEDITERRANEAN DIET, UNATI

GOLD STANDARD RANDOMIZED CONTROLLED TRIAL will provide first direct evidence comparing abstinence vs. moderation.

NEW FRONTIER. WINE AND THE GUT MICROBIOME, UC DAVIS RESEARCH

Recent findings suggest that the moderate consumption of wine could impact health well beyond CVD risk, including effects on intestinal physiology and gut microbial diversity and function.



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THE ANTI-ALCOHOL MOVEMENT: HOW WE CAN TAKE ACTION

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Jessica Mozeico and Amy Gross

Oregon
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ASSOCIATION EST 1981

WHAT DO WE DO AS WINE BUSINESSES?



Distinguish Between Moderate and Heavy Drinking



Educate Teams on Health Data Resources



Advocate for Science Based Policy



Shift the Conversation



Educate Your Team

Help them to understand
what you are up against.

Reconsider the Hero



Treat your email list as a **relationship builder**



What kind of emails do YOU actually read?

- Help people see themselves in the story.
- Provide value.
- Aim for a 3:1 ratio.

**When you build relationships,
sales become natural.**



**Respond to misleading
articles and social posts
with grace and
direction.**

Stand Together!



Action Steps to Take

This Week

- Schedule time to educate your teams on Movendi.
- Visit *InDefenseofWine.com*.
- Create one customer-centric wine description.
- Decide on your next email focus.

This Month

- Schedule time to talk with your team about responding to health questions.
- Post about another winery on social media.
- Develop a "moments script" for describing one wine based on when/why customers will be the hero when they open it.



Oregon Wine Symposium

RESOURCES AND QUESTIONS

Jessica Mozeico

PROGRAM
PRODUCER

oregon
wine BOARD

TRADE SHOW
PRODUCER



Oregon
Winegrowers
ASSOCIATION EST 1981

RESOURCES TO EDUCATE TEAMS

Amy's Presentation



Dr. Catena's In Defense of Wine



Q & A