

# OUR COMMITMENT

## Wine, the taste for moderation.

In line with the "Wine in Moderation Program" principles, we consistently work on developing, producing, communicating and commercializing our brands in a responsible manner, seeking to encourage the consumption of wine as a means of enjoyment and celebration, linked to a healthy lifestyle.



# Wine, the taste for moderation.

As a leading company in the Argentine wine-making industry, we have made the commitment to promote our business in a sustainable manner — through a management model based on the generation of economic, social and environmental value —.

In line with the principles of the “Wine in Moderation Program”, we work consistently to develop, produce, communicate and commercialize our brands in a responsible manner, thus promoting the consumption of wine as a means of enjoyment and celebration, linked to a healthy lifestyle.

With the aim of spreading the values that represent our company, we encourage our employees, clients and consumers to enjoy wine in moderation. We are deeply convinced that we must all be ambassadors in the promotion of new and better ways of relating to alcoholic beverages’ consumption.


It is our belief that — working jointly with the main industry leaders — we will be able to support and develop programs derived from public or private initiatives for the promotion of responsible decision-making among consumers, so that they can adopt the taste for moderation as a habit.

## THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

# 1. The key is moderation

There are several factors to be considered when drinking wine, such as the consumer's age, body mass index, family background and overall health status. It is also important to understand that there are some variables that affect alcohol absorption, such as for instance, the speed with which it is consumed and if it is drunk while eating.

Drinking alcohol beverages must be approached in a responsible manner. According to scientific evidence and information provided by public health authorities, limits are the following:

<p><b>WOMEN</b></p>  <p><b>Up to 2 alcohol drink units a day.</b></p>	<p><b>MEN</b></p>  <p><b>Up to 3 alcohol drink units a day.</b></p>	<p><b>SPECIAL OCCASIONS</b></p>  <p><b>No more than 4 alcohol drink units.</b></p>
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## THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

# 1. The key is moderation

### Benefits of a moderate consumption

Scientific research indicates that consuming wine in moderation provides protection against coronary diseases in adults.

However, the risk increases significantly when alcohol consumption overcomes moderation. Thus, drinking more than the recommended amount does not imply more benefits.



THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

## 2. Ensure responsible consumption



- Enjoy wine as part of a balanced lifestyle.
- Respect the legal age stipulated for alcohol drinking.
- Do not consume alcoholic beverages during pregnancy and breastfeeding.
- When driving, respect the blood alcohol concentration limits outlined by the law.
- Consume food before and during alcohol consumption.
- Drink water between each wine consumption.

## THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

# 3. Enjoy the drinking occasion

## Responsible Consumption Habits

It may be difficult to talk about consumption habits, as they depend on several cultural, social and age factors. But it is essential to recognize and promote responsible consumption habits as predominant social standards.

## Wine, the taste for moderation

### Understand the wine you are drinking:

Knowing where each wine's uniqueness comes from makes wine tasting more pleasurable.

### Drink slowly:

Take your time to enjoy the characteristic taste of each wine.

### Enjoy a wine

that accompanies and complements your meals.

## THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

# 3. Enjoy the drinking occasion

## Our drinking also affects people around us

We must understand that the consequences of our alcohol drinking not only affect ourselves, but can also impact on other people.

### LETS TAKE INTO ACCOUNT:

If we drive when we have drunk in excess, we lose control of our senses, perception and we endanger other people's lives. That is why the impact range of our drinking goes much further than we believe, fully beyond ourselves. If we drink responsibly, not only are we taking care of our own lives, but we are also protecting other people's lives.



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## THREE RELEVANT ASPECTS TO CONSIDER WHEN DRINKING

### 3. Enjoy the drinking occasion



- Water, coffee and exercise DO NOT eliminate the blood alcohol levels more quickly.
- Blood alcohol concentration reaches its peak 45 minutes after consuming the last glass.
- Several factors must be considered when drinking, such as the size of the glass or cup and the drinking pace. Also, drinking on an empty stomach must be avoided.
- The human brain develops until the age of 25 years. Consumption in excess at an early age may have consequences on brain development and other capacities.



# Wine, the taste for moderation.

Our purpose is to enjoy wine  
as part of a balanced lifestyle.

That is why we encourage our employees,  
customers and consumers to consume it  
in a responsible manner and acquire  
the taste for moderation as a habit.





**For further information, visit:**

<https://www.wineinmoderation.eu/es/home/>

**GRUPO PEÑAFLORES**  
BODEGAS ARGENTINAS LÍDERES