

**“Consume less, consume better”:  
The case of Wine in Moderation message**

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*Abstract*

*Purpose: Unlike most of promotion messages, which aim to boost sales, our study analyses a message delivered by an association to restrain wine consumption. The major objective is to understand what is the perception (awareness and significance importance) of the “Wine in Moderation” message in the eyes of the consumers (local community) and wine tourists (national and international tourists).*

*Design/methodology/approach: in order to assess the perception of the message, a questionnaire is submitted to visitors of wineries in five countries.*

*Findings: the WiM message is supposed to be positively perceived and to orientate consumer choice toward premium wines.*

*Practical implications: focus should be given to employees training to inform consumers on responsible drinking patterns.*

**Keywords: message perception, wine moderation, behavioral intention, congruence**

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