

MANIFESTO OF THE INTERNATIONAL WINE ACADEMY

A UNIVERSAL HERITAGE. A SHARED RESPONSIBILITY.

Since its founding in Geneva in 1971, the International Wine Academy has brought together leading voices from across the wine world - winegrowers, scientists, historians, writers, tasters and artisans - representing more than twenty different countries.

Independent by nature and by conviction, the Academy is a place where knowledge meets memory, where freedom of thought drives a long-term vision. Our mission is clear: to understand wine, to give it meaning, and to pass on its culture - fully, faithfully, and responsibly.

At a time when public discourse too often reduces wine to alcohol alone, we choose to speak differently. With clarity. With rigour. With responsibility.

This Manifesto is that voice. It affirms wine as a cultural, social, educational and convivial asset or benefit. It also defines the conditions of its future: environmental responsibility, uncompromising quality, the transmission of knowledge, respect for life, and a clear-eyed response to the challenges of our times.

It speaks:

- to producers, to reaffirm the nobility - and the duties - of an ancient pursuit;
- to public decision-makers, to encourage informed, balanced and enlightened policies;
- to educators and cultural institutions, to promote the understanding of taste;
- to all, to preserve a culture rooted in sharing, beauty and human connection.

The International Wine Academy accepts this responsibility fully:

To defend the meaning of wine today, so that it may remain alive tomorrow.



WINE IS BORN OF THE EARTH, THE VINE AND THE HUMAN HAND

Wine is born of the vine and the vine demands care, attention, knowledge and commitment. Pruning, training, protecting, cultivating, observing, nurturing: gestures repeated season after season, year after year.

Today, every gesture matters. Every choice shapes the world to come.

Through responsible viticulture, the winegrower protects biodiversity, respects soils, conserves water, adapts grape varieties and anticipates climate change.

More than 1,500 grape varieties, cultivated across the world, bear witness to a dialogue thousands of years old - a dialogue between nature and humankind, refined over generations to reveal the most intimate expression of terroir.

Wine unites geology and geography, history and science, tradition and taste. It is one of the clearest expressions of the bond between the living world and human intelligence.

Wine embodies diversity, patience and humility. It is nature guided, not dominated.

We celebrate *Vitis vinifera*, the vine that has created wine for over 8,000 years.



WINE IS A NATURAL AND HEALTHY PRODUCT

Wine is born of fermentation - a natural transformation in which grape sugar becomes alcohol, without artifice. Human intervention gently guides nature; it does not replace it.

This process, known and practised for millennia, has been shared by countless civilisations. It transforms, elevates and reveals the raw material - the character of grapes.

Wine is not manufactured. It is born through the careful work of wine growers and makers. It is the expression of the rare balance between soil, plant and human presence - a living product, shaped by harmony rather than force.

We believe that wine is the embodiment of the living world, born of balance, not manipulation.



WINE IS A COMMON HERITAGE OF HUMANITY

Every wine comes from a place - a specific soil, a climate, and a light. It carries the identity of a terroir and the knowledge of those who tend it, generation after generation.

Every great wine is an act of fidelity. Fidelity to the land. Fidelity to time.

Wine crosses borders and speaks a universal language. From Georgia to Burgundy, from Tuscany to Rioja, from Napa Valley to the Cape, it embodies the same values: nature and culture, science and art, effort and pleasure. Wine is not merely a drink. It is a ferment of civilisation.

Its presence among UNESCO World Heritage vineyards, and at the heart of recognised gastronomic traditions, is no coincidence. These sites and practices are protected because they embody shared values - fragile, irreplaceable and part of our common heritage.

Wine belongs to all because it tells a universal story: of land, memory and transmission.

We clearly state this: wine is a heritage of humanity, and it must be protected as such.



WINE IS A MODEL OF TASTE, LANGUAGE AND PATIENCE

Wine is humanism in practice. It is part of a lifestyle founded on patience, discipline and awareness.

Wine teaches attention. One observes it. One smells it. One tastes it slowly. It awakens the senses - and the mind.

Wine teaches moderation. It is tasted, not consumed. It finds its true expression at the table, in companionship.

The love of wine engenders restraint, balance and respect. It calls for conscious, informed and responsible enjoyment.

Wine invites dialogue. After tasting, we talk - we compare impressions, we share words. Through language, wine continues to live.

From sensation to emotion, from flavour to speech, wine becomes a messenger of joy, friendship and human connection.

Wine remains a mode of listening and gratitude - a reminder that attention is a form of respect.

We celebrate wine as part of our way of life, elevating those who approach it with sensitivity and care.



WINE IS LIFE

Wine unites earth, humanity and all the elements of the world. It is nourishment and a symbol, sustenance and celebration.

For centuries, it has healed, strengthened and comforted. It has accompanied daily life and exceptional moments alike. Wine has always brought people together - in celebration, in ritual, in shared time. From ancient myths to sacred texts, it stands as a sign of alliance, joy and renewal.

Wine is memory. Each vintage carries a moment in time, a place, a body of knowledge. Opening an old bottle revives the presence of those who shaped it.

To defend wine is to defend life itself: diversity, landscape, skill, transmission, and the enduring bond between humanity and the Earth.

Wine is the language of the living world. Through it, generations and civilisations speak to one another. In every sip, we taste memory, celebrate time, and honour what unites us.

We have a duty to pass this legacy on - helping future generations discover, understand and experience the true meaning of wine.



WINE, BETWEEN HERITAGE AND THE FUTURE

Wine carries memory - and responsibility.

It is the heir to ancient knowledge, but also the promise of what is to come. Viticultural landscapes, shaped by time and human hands, are living territories of identity and emotion. They must be preserved.

The vine teaches us the long view - through its roots, seasons, generations. It shows us how to endure without becoming paralysed, how to evolve without forgetting ourselves.

Wine is not a static heritage. It is a living one.

We believe in the future of wine - a future faithful to its history, capable of meeting contemporary challenges while preserving the balance between innovation and tradition, progress and respect for nature. A future built on responsibility, transmission and the protection of life.



THE INTERNATIONAL WINE ACADEMY CALLS UPON:

- **producers**, to uphold excellence;
- **researchers**, to propose choices;
- **decision-makers**, to be patient with complexity;
- **society**, to defend the culture of taste;
- **younger generations**, to reinvent wine, in accordance with their own times.

Wine is not a vulnerable product. It is a foundation of civilisation - to be preserved, lived and celebrated.

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