



FEDERATION INTERNATIONALE DES CONFRERIES BACHIQUES (F.I.C.B.)

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Siège social : c/o Musée du Vin de Paris – 5, Square Charles Dickens, 75016- Paris, France

www.winebrotherhoods.org

info@winebrotherhoods.org

“SHARING THE REASON AND THE LOVE FOR WINE”

PRACTICAL GUIDE FOR THE CREATION AND DEVELOPMENT OF A WINE BROTHERHOOD



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A message of welcome

Dear Fellow Wine Appreciators,

F.I.C.B. welcomes your interest the creation and operation of a Wine Brotherhood. This guide draws on the extensive experience of our international network of member brotherhoods: it is intended to simplify your task and help you overcome the challenges. There is much more information about F.I.C.B., its aims, objectives and history, as well as illustrations and links to our member organisations, to be found on our website www.winebrotherhoods.org. We have no doubt you will explore this, if you have not already done so.

F.I.C.B. looks to support all its member organisations, whether these are based on wine professionals in wine producing regions or draw upon the increasing number of wine appreciators around the world. Most are keen to attract into their brotherhood a blend of wine professionals and, in the true sense, amateurs – that is to say, lovers of wine.

We are deeply conscious of, and wish to retain, the long tradition of wine brotherhoods, spanning almost one millennium since the first recorded brotherhood, was created in 1140 in Béziers (France). That said, the world of wine has never stood still. F.I.C.B., founded in 1964 in France, has contributed to modernizing the concept of wine brotherhood. It has been in the forefront of the revival of wine brotherhoods and has contributed to raising the standards of the production and expert appreciation of quality wines as well as to their international expansion.

We are delighted that you are thinking of joining us in your enterprise, and look forward to welcoming you as fellow brothers in wine. We wish you every success as you embark on this most rewarding journey.

With brotherly greetings from The F.I.C.B. Executive Committee



The members of the F.I.C.B. Executive Committee and Heads of delegations present at the F.I.C.B. 2016 Congress in California

1- The F.I.C.B. International Charter of Wine Brotherhoods

To explicit the values shared by the wine brotherhoods and to update them for the 21st century, F.I.C.B. adopted in 2014 an “International Charter of Wine Brotherhoods” reproduced here under:

“The Wine Brotherhoods members of F.I.C.B. are not for profit associations, organized at the level of a terroir, region or country, who share the following objectives and values:

- *Promote the traditions and techniques for the production of quality wines*
- *Encourage and recognize individual competence and engagement in the art of wine tasting and in the promotion of its virtues and reasonable consumption*
- *Develop conviviality around wine to nurture friendly relations between persons of diverse backgrounds*
- *Promote the harmonious association of wine and food*

To implement these objectives and values, the Wine Brotherhoods members of F.I.C.B.:

- *Organize events on the occasion of the key moments in vine growing and wine production to promote the traditions and the wines from their region, recognize individual expertise and engagement on the occasion of induction and promotion ceremonies in the Brotherhood and celebrate quality wines and their contribution to gastronomy*
- *Develop cultural activities around wine tasting and traditions, such as tasting courses, choral societies, magazines, conferences on the history and technology of wine, contribution to wine museums and tourism, fostering innovation in vine growing and wine production*
- *Contribute to the international outreach of the wines from their region, as well as contacts with other wine or food brotherhoods, namely by facilitating mutual visits, by sharing of experience and by encouraging participation in the F.I.C.B. international congresses and other events supported by the Federation.”*

2- Creating a wine brotherhood

First, if you are unsure if there is an existing wine brotherhood in your region which shares your aims and objectives, do please check with us – we believe that if there is one, they would welcome suitably qualified additional members.

Most likely, however, is that you are considering the creation of a new wine brotherhood because:

- You live or operate in a wine region which wishes to leverage on quality, take its place in the world of wine and gain wider recognition, but where there is no existing brotherhood that could be a factor for promotion of wine and conviviality: this is the case, for instance, in some European regions where wine production has been recently developed, with no previous tradition, or re-established after political change, as well as in producing countries in the Southern hemisphere such as South America, Australia, New Zealand, Southern Africa (South Africa, Namibia, Tanzania) or Asian countries where production currently booming (China, India);
- You live or operate in regions or countries which do not produce wine, but where the consumption of quality wines is growing, which may justify the creation of a wine brotherhood to gather wine professionals and amateurs around shared activities and values;

A third, more unusual case, has received a recent implementation. It consisted in creating a wine brotherhood around an institution of higher education proposing curricula and diplomas in relation to wine production, business and trade. Indeed, in 2013, the Institut Supérieur Clorivière created the “Confrérie Bachique Clorivière” which has since prospered. The induction in the brotherhood of the graduating students, as well as that of teachers, wine professionals and personalities from the world of education has created a sense of belonging which contributes to the promotion of the institution.

Of course, there is no unique recipe to create a new wine brotherhood, but, based on experience, it is suggested that the following ingredients should be assembled:

- Definition of the geographic area constituting the home base of the brotherhood;
- A central theme, reflected in the Aims and Objectives, which will allow the brotherhood to associate with and build upon the history and traditions of a region or a country;
- An attractive name, alluding to the concept of brotherhood and to its geographic outreach, such as “Order of the Knights of the Vine or of the Wine of...”, “Commanderie of...”, “Wine Guild of” or “Wine Society of “, or equivalent;
- A nucleus of some ten persons ready to invest voluntarily their time and energy in order to create and operate the brotherhood, representing if possible

a wide diversity (wine professionals: producers, retailers, oenologists, sommeliers, wine connoisseurs having good experience and network in public and business spheres, chefs and gastronomy professionals), who will facilitate the recruitment of new members and sponsors;

- The choice of the signs of belonging to the brotherhood: these are likely to comprise signs of the brotherhood, such as the name, logo, motto, banner and regalia, while for officers there will be suitable titles and possibly distinctive robes, while members may have medallions, medals, pins, as well as robes or other signs such as sashes;
- The choice of a preferred meeting place, in particular to hold the periodic Chapters (see below), which might be a distinctive cultural location (castle, cellars) placed at the disposal of the brotherhood or a reputed restaurant with which a partnership might be concluded. For some brotherhoods, meetings will be rotated between different venues to suit their membership, although even then there is customarily some place identified as 'home';
- A correct estimation of the financial initial investment, to cover the writing and filing of the statutes, the design of the logo, the design and manufacture of the robes and the medals, the first launch Chapter (see below), as well as the website as an indispensable means of communicating and networking;
- A correct estimation of the operating costs, based on a realistic income mix such as memberships fees, induction fees, revenue from banquets and other activities, sales of medals and other paraphernalia, sponsorship, and fully recognising all administrative and other operating expenditure, even if it is intended this be limited by recourse to volunteers and an economic solution for the seat of the brotherhood. It will be highly desirable to identify underwriters or guarantors who will support the brotherhood through the formative period.

3- The statutes: principles and recommendations

The statutes should be those of a not for profit organization applicable in the country where the brotherhood has its seat. A commercial status should be avoided, as the purpose of a brotherhood is not to get involved directly in the trade of wine or associated products.

Classically, the Statutes should cover:

- The object of the brotherhood;
- Its main foreseen activities;
- Its geographic outreach;
- Its main sources of revenue (including necessary powers to raise subscriptions from members etc.);

- Its seat (noting that the registered administrative address may be different from the brotherhood's seat or 'home')



The castle of Grinzane Cavour, seat of the Order of the Knights of the Truffle and the Wines of Alba

- The categories of members, (defining members with voting rights, presumably the physical persons admitted by induction in the brotherhood, while also defining corporate, sponsor or other associated memberships (professional or tourist institutions supporting the brotherhood); You may, for instance, wish to make specific allowance for younger members or for persons engaged in wine production or the wine industry, distinct from members with a primary interest in wine appreciation.
- The modalities for the admission and revocation of members, and principles for the inductions (note: in this text, we use the English translation “induction” for the French “intronisation”, meaning the solemn admission of new active members, a characteristic of wine brotherhoods. Other translations sometimes used are “enthronement” or “enthronization” although the UK retains the French word ‘intronisation’);
- The governance: this will depend on the local legal framework and what is normal for non-profit organisations to comply with local regulations, but will typically cover general assembly, board of administration, executive committee as well as any defined roles for Officers of the Brotherhood, and recognition of legal responsibilities for the conduct of the organisation;
- The principle of internal “rules of procedure”, (for the conduct of meetings of the members as well as meetings of the Board, delegated powers for the Executive or Officers etc.) as well as the modalities for their adoption and subsequent modification ;
- The conditions for disbandment of the brotherhood.

It is recommended to remain as generic as possible in the Statutes and deal with the details in the “rules of procedure” which are typically much easier to modify.

The statutes usually require some form of legal registration, according to the practice of the country where the brotherhood has its seat, as well as the provision of regular information to the public authorities concerning the governance and modification of the Statutes. It is important to comply with these obligations, as a protection of the assets, name and activities of the brotherhood.

If you are in any doubt, you should seek appropriate legal and accountancy advice for the territory in which you propose to operate: this guide in no way is intended to provide any such advice and FICB cannot accept any responsibility for failure to act properly within your jurisdiction.

4- Signs of belonging

The very notion of wine brotherhood implies the existence of signs of belonging, some of which will help define the brotherhood, and some the membership. The existing wine brotherhoods have all drawn from the traditions of wine to give themselves such signs, and this should be pursued, even if modernity should not be excluded. Typically, the signs of belonging comprise at least:

- A logo, used for communications (website, letterhead etc.) as well the badges, medals or pins presented i.a. on the occasion of the inductions and worn at the events of the brotherhood or when representing it outside; the logo should evoke as much as possible the geographic origin and name of the brotherhood, as well as vine and wine;



Logo of the
Ladies of Pannonia
(Hungary)



Logo of the Confrérie
du Guillon
(Switzerland)



Logo of the
Ordo Equestris Vini
Europae (consulates in
28 countries)

- A ceremonial outfit which may be differentiated according to grades (see below), comprising characteristic robe and hat, to be worn with the medal received for the induction or subsequent promotions in the brotherhood.



Examples of wine brotherhood ceremonial attire
(2012 F.I.C.B. Congress in Serbia)

Optionally, may also be considered:

- A simplified version of the ceremonial outfit, such as a stole or shoulder strap to be worn over a jacket;



Examples of Wine Brotherhood medals

- Regalia to be used in processions, which may include a mace, ceremonial vine, banner with the logo of the brotherhood, or other regionally relevant devices;



Banner of the Commanderie des Costes du Rhône (France)



Banner of the Brotherhood of the Dive Bouteille of Gaillac (France)



Procession through Santa Helena in California (F.I.C.B. 2016 Congress)

- Ceremonial trophies, such as silver or glassware for use in events;
- A motto, possibly as part of the brotherhood's crest or logo;
- A hymn to be sung or fanfare to be sounded on great occasions (popular in regions with strong musical culture).

5- The members: admission, induction and grades

Active members of a wine brotherhood must be physical persons. They are admitted following an induction ceremony when they pass a symbolic wine tasting test or otherwise demonstrate their suitability specific to each brotherhood, illustrating their knowledge and reasonable appreciation of wine and committing towards the brotherhood. (See examples of oaths in Annex A).

The induction ritual is specific to each brotherhood. Each candidate is presented individually to the attendees and the governance of the brotherhood. Inductions are pronounced by the Grand Master or his/her representative on the occasion of “chapters”, usually followed by a banquet associating fine wine and food or, exceptionally, while visiting to other wine brotherhoods. A medal, usually worn with a chain or ribbon, and a diploma or certificate are presented to the recipients.

Active members are often designated using a term recalling the concept of brotherhood, such as “knight”, “companion” or “cup bearer” (“gentle lady” for women). Membership may be differentiated by grades awarded based on seniority in the brotherhood or out of respect for the recipient, such as “officer”, then “grand officer”, signified by a difference in the medal or a special stole or shoulder strap.

Some brotherhoods have introduced another type of gradation, based on personal expertise in wine tasting, and this deserves to be encouraged, to better highlight the vocation of our brotherhoods to promote such expertise. The Académie du Cep in Geneva has for example created a scale of merit based on the personal ability to recognize consistently wine varieties and typical assemblages of its region. The corresponding grades are signified by distinctive diplomas and symbols.

6- The governance: management bodies, individual functions

The governance and management components will be those applicable to a not for profit association in the country of operation: typically, there will be provision for general assembly of the members, board of administration, executive committee and management, but very few brotherhoods have the resources to hire a director or full time permanent staff. A permanent secretariat, remunerated or not, is however indispensable to manage membership, events and the logistics of the brotherhood, including the website. A volunteer designated Treasurer with some background in accounting or finances is also necessary.

The classical governance functions (president, treasurer, general secretary) most often have specific designations and in this there can be wide variations according to local custom: Grand Master, Chancellor, Grand Chancellor or General Consul for the president, Grand Archivist or Grand Scribe for the secretary general, Grand Silverman for the Treasurer. A specific and important function is that of Grand Wine Master or Grand Cup Bearer, in charge of selecting and commenting on the wines served during the events of the brotherhood.



The "Jurats" of the Jurade de Saint-Emilion (France)

7- Main activities: chapters, induction ritual, banquets, expert wine tasting

7-1- Chapters or "assemblages"

They are at the heart of the activities of a wine brotherhood. They associate the induction ceremony to a banquet in a prestigious venue. Usually, at least two are held each year, usually at the beginning of the year (St Vincent Chapter, the patron of wine makers celebrated on 22 January, which coincides with a time for rest for the vines and the wine growers, at least in the Northern hemisphere) and in the autumn, in conjunction with the harvest. These gatherings are opportunities to invite another wine brotherhood and/or to honor quality wine and food from another region. These are colorful events which lend themselves to communication through photo opportunities, in particular when inducting persons of distinction (V.I.P.s) or through a public procession. They can be important occasions for attracting new members.



2016 Chapter of the Brotherhoods of the Friends of the Wine of the Netherlands



Chapter of the Confraria do Vinho do Porto (Portugal)

7-2- Induction ritual

Each brotherhood establishes an induction ritual and a staging which underlines the solemnity of the event and should impress the candidates and the participants: introductory music, speeches by the governance (in general, at least the Grand Master and the Grand Archivist), wine tasting test, oath and presentation of the diplomas and the medals. The Grand Master, or his/her representative, uses to mark the induction a symbolic instrument, in general a polished and finely worked vine stock. The wine tasting test may be done using a “taste vin” cup or any other symbolic container. Each candidate for the induction should have one or two active members as sponsors and be introduced by the reading of a short personal presentation, highlighting his/her merits and connection with the brotherhood. In general, induction is for a fee, except for the V.I.P.s, in order to cover, with a reasonable margin, the cost of the diploma and the medal, as well as, most often, a one year brotherhood membership fee, in the hope that it will be subsequently renewed.



Intronisation in the Confraria dl Cava
(Catalonia- Spain)



Intronisation by the U.K. Wine Guild at
Vintners Hall in London City



The « serment » (oath) of the
Ordre des Chevaliers Brevins (France)



Gloria Sublimis Borrend (Hongrie) :
Intronisation in public

7-3- Banquets apart from the Chapters or Assemblages

The brotherhood may organize other meals without an induction ceremony, around the tasting of selected wines and food, or upon the visit of another brotherhood.

7-4- Expert wine tasting

Some brotherhoods organize wine tasting without meal, which enable to assess or discover quality wines.



The wine tasting rating and “grape bunches” classification of the
Académie du Cep (Canton of Geneva-Switzerland)



Expert wine tasting by the Knights of the Vine of Finland

7-5- Other events

Wine brotherhoods connected to a wine region may be invited to take part in costume in local traditional events (religious celebration, commemoration, local harvest and other wine festivals).



The Ordo Equestris Vini Europae celebrate their 30th anniversary in 2014 in Eisenstatt (Autriche)



Procession of the Brotherhoods of Ile-de-France on the parvis of the Notre-Dame Cathedral in Paris (France) organized by the Comité de Coordination Ile-de-France des Confréries (COCORICO)

8- Suggestions for additional activities

The list below presents a selection from the wide range of activities of the wine brotherhood members of F.I.C.B. which enable them to improve their critical size, attractiveness and outreach.

8-1- Choir or musical contributions

The members of the brotherhood, their spouses and family may take part in a choir, specializing in songs related to vine and wine and may perform at the brotherhood or other regional events. Others have created fanfares, or have musician members who perform at events;



The “Souffle de Bacchus”, choral society of the Conseil des Echantons de France (France)

8-2- Wine tasting courses

Wine brotherhoods often have, among their members, oenologists or wine tasting experts who may give related courses, all the more since such courses are in growing demand.

8-3- Wine contests

Some brotherhoods, especially when associated to a wine region, may organize yearly wine contests, thus awarding prizes to the wines of their region, or contribute expert wine tasters to their juries.

8-4- Contribution to wine tourism

Local as well as national wine brotherhoods may contribute to promoting wine tourism and offer their networks or even their events, to this aim.

8-5- Vine and wine museums

Several member brotherhoods of F.I.C.B. have created and/or manage local, or even national vine and wine museum.



The Wine Museum of Macao, seat of the Wine Society of Macau



The Paris Wine Museum, seat of the Conseil des Echantons de France

8-6- Conferences and exhibitions

Wine brotherhoods provide a favorable framework and audience to organize conferences or exhibitions on the history, culture or technologies related to vine and wine growing and making.

8-7- Relations with institutions of higher education

Some wine brotherhoods have developed regular relations with educational institution offering wine related curricula, such as providing speakers or offering scholarships and professional support to students;



The Confrérie Bachique Clorivière (France)

8-8- Charities

Some wine brotherhoods organize events to collect funds for charities.

9- Communication and promotion

Communicating is an essential aspect for promoting the brotherhoods. The induction and other events of the brotherhood must be made attractive and enable the members to be highlighted and to communicate between themselves and with the brotherhood. This implies the following

9-1- A regularly maintained website

It is recommended to use a simple web site model, for which numerous free software are available (e.g. WordPress, CMS Made simple), as nothing is worse for the image of the brotherhood than a site which is not maintained. After the development of the site, possibly with the assistance of a professional, possibly a volunteer, the maintenance of the site and the uploading of data should be made by trained volunteers, who must transfer their knowledge when they cease their activity. The development and update of a "user manual", to be designed with the architect of the site, is an indispensable tool to this aim. It is better to stick to essentials: basic data on the brotherhood (history, contact data and form, governance, membership procedure, information on past and future activities and events, photo galleries), possibly providing links to web sites offering more detailed information, i.a. on the wine region of the brotherhood. Increasingly, some brotherhoods produce Facebook pages, more reactive and easier to maintain.

9-2- A periodic newsletter, increasingly electronic and signaled by emails by subscription.

9-3- Maintaining a network of relations with the wine and gastronomy professionals, tourist offices, major cultural sites of the region and local as well as wine specialized media.

9-4- The selection of V.I.P.s, in small numbers for each Chapter, belonging to the worlds of wine and gastronomy (wine production managers, oenologists, chefs, sommeliers), politics, medias or culture. One or two “stars” will ensure the media coverage of the Chapters and these newly inducted members will be excellent promoters of the brotherhood.



The intronisation in the Echansonnerie des Papes (France) of S.A.S. the Prince Albert of Monaco

9-5- International relations: brotherhoods connected to a wine region or to an appellation, as well as those having a national outreach, should, in particular, be attentive to their international exposure. Membership in F.I.C.B. provides a means to this aim, through its website, Congresses and the contacts it facilitates with foreign brotherhoods. Some brotherhoods even have embassies or representatives abroad which enable them to maintain the contact with their foreign inducted members and to contribute to the promotion of the wines of their region. The larger brotherhoods may go as far as holding chapters and induction ceremonies in the countries where they are represented.

10- Income, budget and initial investment

As indicated in §1 above, the initial investment for creating a wine brotherhood, covers the writing and registration of the statutes and rules of procedure, the design of the logo and its deployment, as well as the costumes, the making of enough robes and medals in order to hold the first Chapter, the creation of a web site, together with its hosting on the WWW and the protection of domain names and of the logo. In

some brotherhoods, the ceremonial robes apply to the governance and may be financed individually, although others may robe all their membership – and some have been fortunate to find sponsorship to help fund their regalia and/or robes. A simplified attire may be proposed and charged to inducted members. Contributions in kind should be sought as a priority: time and competence of the volunteers, partnership with a design school for the creation of the signs of belonging, but a minimal amount in cash will remain necessary. The coverage of this initial investment should be limited by maximizing the recourse to volunteers and, possibly, by seeking the financial support of “founding” or “sponsor” members.

The income of the brotherhood comprises essentially:

- Induction fees covering, with a reasonable margin, the medal and the diploma, as well as, often, the first yearly membership fee. Only the V.I.P.s may be exempted of these fees, in relation to the expected media impact;
- Annual membership fees, for active, associated and sponsor members;
- Contributions to the meals and events organized by the brotherhood (Chapters or others), with a reasonable margin;
- Sales of medals, pins, badges and other derived products;
- Income from other activities (see §7 above);

The expenses relate to the production of the signs of belonging (see above), as well as administrative costs, the maintenance of the web site and the logistical costs for organizing the brotherhood events, the latter to be more than covered by corresponding income. They may be limited by involving volunteers or partnerships for the legal seat and the venues of the brotherhood Chapters.

Without denying that an initial investment is necessary, it is limited and should not represent an obstacle for the creation and development of a brotherhood, as its very nature is attractive for involving volunteers and sponsors.

11-Relations with other wine brotherhoods as and with food brotherhoods

Connections with other wine brotherhoods are made naturally through a membership in F.I.C.B., which provides information, facilitates contacts and allows meetings and encounters, notably through its international congresses held every other year. They may also be bilateral in the form of mutual visits enabling the discovery of other wine regions. Such exchanges are in the very spirit of wine brotherhoods.

Beyond the area of wine, the concept of “brotherhood” has prospered in many other areas, in particular, in relation to gastronomy, there again with reference to guilds and corporations of the Middle Ages or the Renaissance. “Gastronomic” brotherhoods are more numerous, as their field is infinite and usually related to food specialties and regional products or cuisine. Some countries have formed national federations of wine and gastronomic brotherhoods, notably for reasons of critical size of the organization. There exists a “European Council for Food and Wine Brotherhoods” (CEUCO). Clearly this promotes the harmonious association of food and wine, but

wine is such an important source of pleasure and a subject for expertise in its own right that we strongly believe it is better not to dilute too much the concept of wine brotherhoods, with the risk of losing its specificity related to the production and appreciation of quality wines and its attraction to the corresponding wine professionals and wine lovers.



The Slovenian Wine Brotherhood Z.R.S.V.V. meets the Banat Wine Order of Theodor at the Vrsac Wine Festival 2016 (Serbia)

Annex A:

A BRIEF HISTORY OF WINE BROTHERHOODS

The history of vine and wine is closely related to that of mankind. Since vine growing appeared on the slopes of the Caucasus in Georgia over 8000 years ago, a number of civilizations have perfected and diversified the culture of vine and the making of wine, a beverage whose success lies in its sanitary, social, even religious, virtues.

The techniques and know-how necessary for viticulture and wine making, and the importance of wine as much for commercial purposes as for society, have made the associated professions (wine growers and makers, vintners, wine taverns, cup bearers, sommeliers) into powerful and organized corporations. It is at the end of the Middle Ages in Europe, when the feudal system gave way to more important states and powerful municipalities, that the first professional “guilds” or “corporations” appeared, in particular for the wine sector. The denomination of “wine brotherhood” is used for the first time in France with the creation of the “*Antico Confrarie de Sant Andiu de la Galineiro*” in Béziers, then in 1199 was founded the Jurade de Saint Emilion. The wine brotherhoods expand with royal privileges to organize the wine profession and trade.

Early in the 16th century, appear bacchical philosophical orders such as the “*Confrérie des Vide Flacons*” in Beaune or the “*Confrérie des Saute Bouchons*” in the region of Champagne. In 1792, the French Revolution abolished the brotherhoods, considered as emblematic of the “*ancient regime*”. As of 1864, the phylloxera crisis weakened even more the wine sector.

The 20th century is a period of renaissance for the wine brotherhoods, in a modern version for which the precursor model was the “*Confrérie des Chevaliers du Tastevin*” founded in 1934 at Clos Vougeot in Burgundy. Numerous wine brotherhoods are created as of the 1950s, often restoring brotherhoods going back to the Middle Ages or the Renaissance and drawing their inspiration and rituals from them, with a view to promote wine “*terroirs*”, comforted by the adoption in 1947 of the legislation on “*appellations d’origine contrôlée*”.

In 1964, the International federation of wine brotherhoods (F.I.C.B.) was created, with its seat in Paris, to gather the wine brotherhoods in Europe and promote the concept beyond. Today, the members of F.I.C.B. are present in some 25 countries on the 5 continents, either directly or through their embassies.

The concept of wine brotherhood has also been expanded: in addition to those connected to a wine region and an appellation, of which they maintain the traditions and contribute to promote; others have emerged operating at the level of a country without being linked to a specific wine production (e.g. Conseil des Echansons de France, Ordre des Chevaliers de Saint Bacchus, UK Wine Guild, Knights of the Vine of America). This has even allowed the creation of wine brotherhoods in non-producing countries (ex. The Knights of the Vine of Finland or the Wine Society of Macau). All brotherhoods are characterized by their bringing together professionals and amateurs of quality wines to promote expertise and conviviality in the art of tasting and on the harmonious alliance of wine and gastronomy.

The globalization of wine production and consumption, the competition for quality and the growing attraction to individual expertise in the tasting and selection of wines are favorable factors to support the further development of the concept of “wine brotherhood”, a unique framework to “*share the reason and the love for wine*”, the motto of F.I.C.B.

Annex B

EXAMPLES OF INDUCTION OATHS OR COMMITMENTS

- Chevaliers Bretvins (France):

« Je fais le serment de travailler à répandre en toutes occasions, et de l'Orient au Ponant, l'antique renommée de nos vins du comté Nantais. Je défendrais leur gloire si elle était attaquée par des jaloux, des envieux et autres suppôts du démon.

Je m'engage à me comporter toujours en Chevalier de joyeuse humeur, charitable, hospitalier et courageux. Je serai tempérant, soucieux de ne jamais tomber dans l'égarement de ces buveurs de vin dont Montaigne a dit "leur fin c'est l'avalier plus que le goûter"

Puisse ma vie, enfin, se régler toujours sur la devise de notre Ordre "BOIS LE VIN, SOIS BON COMME LUI »

- Conseil des Echansons de France (France)

Le Jurement de l'Echanson :

« En homme Lige et Féal, ma foi baille :

- Servir en tous temps et lieux Sa Majesté le Vin
- Offrir franche assistance et compagnie à mes pairs
- Estre avisé mais secourable à mes proches
- Encourager l'Art mais décourager le vice
- Et montrer en tout loyal et bon office
- Afin que soye défendue et illustrée courtoisement
- La Vive Table de Sa Majesté. »

- Echansonnerie des Papes (France)

(en vieux français)

Et premièrement,

- que vous saisirez tousjours à poinct l'occasion pour narrer qu'en ce lieu mesme nos ancestres Eschansons ont versé en de beaulx et profonds hanaps la pourpre de nos vins, tirés d'une ample et grande bouteille battue d'or, en grande courtoisie et révérences magnifiques, à nos Seigneurs les Papes.

Et secondement,

pour dire qu'à roys et princes, illustres visiteurs, personnages fameux notre vin fut seryi, mais que furent aussi abesognés, nos ayeux, à en verser honneste mesure a pauvres gens langoureux, malades ou aultrement faschez et désoletz.

Tiercement,

parlant de ces mesmes vins, vous scaurez trouver doulx et agréable langaige et direz :

que les yeulx sont flattés par leur mante écarlate qu'à les humer on trouve délicates senteurs et périgrines subtilitez et qu'en la bouche enfin, leur somptuosité éclate, en aromes de fleurs, pulpe des plus beaux fruits, en parfums les plus rares, en insignes vertus.

En quatriesme façon,

ayant assigné vos Amis pour festoyer en votre maison, vous leur servirez ces vins à grand foison et abondance. Et direz à voix haulte et magistrale que vous les avez en fréquent usage, que oncques ne donnent perturbation d'estomac ne de teste et oncques ne font perdre le gouvernement de soy, mais procurent envie de s'esbaudir en rires et en danses au son des joyeux flageolletz et douces cornemuses.

En cinquiesme et ultime facon,

comme les oyzeaux par ayde de leurs aesles volent hault en l'air et légièrement, ainsi par vostre ayde sera eslevée nostre Compaignie, nostre bonne ville et nostre bon vin. Et dresserez avesque nous tables et buffetz, couverts de nappes odorantes, ornés de roses comme le sont nos bannières. Et irez quérir dedans nos caves et dedans nos celliers dequoy boyre et dequoy chanter. Mais oncques n'oublierez nostre devise :

“Que l'espérance de nos ayeux demeure”.

- **Jurade de Saint-Emilion (France)**

« A Saint-Emilion, toujours fidèle »

- **The Knights of the Vine of America (U.S.A.):**

“I (insert name) swear to be and to remain a faithful defender of the vines and the wines of (insert region) and to conduct myself as a good and loyal Knight of the Vine Of America.”

- **UK Wine Guild (Royaume-Uni):**

“I agree to abide by the constitution of the Wine Guild of the United Kingdom and to support its aims and objectives”.

ANNEX C

THE INTERNATIONAL FEDERATION OF WINE BROTHERHOODS

The International Federation of Wine Brotherhoods (in French: Fédération Internationale des Confréries Bachiques F.I.C.B.) was founded in Paris in 1964. It has the status of a not for profit association under the French law of 1 July 1901. The primary language of FICB is French, but it now operates bilingually in French and English.

Its object is to:

- **Publicize and promote the wine brotherhoods** which, at the level of a country, a region or a wine district, maintain the traditions, promote the nobility and the quality of wine and disseminate knowledge and good practice for its reasoned consumption and its harmonious combination with gastronomy;
- **Promote the wine producing regions of the world** and their products;
- **Develop expertise and skill in wine tasting**;
- **Facilitate friendly contacts and exchanges** of information and experience between its members.

F.I.C.B. has member wine brotherhoods in some 25 countries in Europe, America and Asia, without counting the embassies that some of them have created overseas. Its web site (www.winebrotherhoods.org) is regularly updated and provides information about its members. It is being gradually scaled up to become a portal on news, traditions and quality in the area of wine, with sections such as « books on wine », « wine and poetry », « wine and cinema » or « wine museums ».

F.I.C.B. promotes reasonable consumption of wine and has concluded a partnership with “Wine in moderation- Art de vivre” (see our website and www.wineinmoderation.eu/frfr/home/list/).

A multi lingual lexicon (DE, EN, ES, FR, IT) provides the translation of some 200 terms used in wine growing and tasting. It is available on line on the F.I.C.B. web site and FICB would welcome members providing additional language translations.

A bilingual FR-EN newsletter is published twice per year.

An international congress is organized on a biennial basis by one or several wine brotherhoods. These prestigious events give the opportunity for exchanges and discovery of the best wine production from the host region or country. The programme combines academic sessions, wine tasting and private visits to the wine estates as well as cultural events. Past Congresses have taken place in various regions of France, Hungary, England, U.S.A., Portugal, Spain, Serbia, Switzerland, the Netherlands.... For further information about past and future Congresses please visit the FICB website.

In 2015, the concept of « F.I.C.B. Diploma of Honor» was adopted and ten recipients have been awarded the diploma since. This diploma recognises the international stature of the recipients in relation to wine expertise, as well as their engagement to promote the traditions and the culture of wine, in particular through wine brotherhoods.

ANNEX D

BENEFITS OF MEMBERSHIP IN F.I.C.B.

For a wine brotherhood, becoming a member of F.I.C.B. means to be associated with a movement which takes its roots in tradition, while sharing an attachment to the quality in wine growing as well as to the expertise and conviviality which goes with its consumption. F.I.C.B gives openings for international outreach and contacts and allows members to keep abreast of developments in the wine brotherhoods and their groupings around the world. Among the benefits which we bring to our members, the following deserve special attention:

- Our bilingual website www.winebrotherhoods.org which has been recently revamped and which is being developed to become a reference portal on quality, culture and traditions of wine. Our member brotherhoods benefit from an individual page on the site, thus increasing their international exposure. Information on our activities and developments is also available, such as full reports on our general assemblies and our statutes or news on events organized by our members;
- The « International Charter of Wine Brotherhoods » adopted at our 2015 GA, which aims at promoting and modernizing the concept of wine brotherhood;
- The priority given to our members to take part in our international congresses (For details please see our website). They provide an opportunity for the members of our brotherhoods to take part in our movement, including for their ambassadors and inducted members residing abroad, and to promote their wine regions and activities;
- The creation of a category of « F.I.C.B. associate members », which allows the organizations and companies who support our brotherhoods to benefit from our network, i.a. through our website;
- The network of contacts between our members, which is a source of inspiration, information and collaboration between our brotherhoods;
- Access for our members to an address and a meeting room at the Paris Musée du Vin, which hosts our seat, to hold meetings (subject to reservation), as well as special conditions for access to the Wine Museum and its restaurant;
- The issuance of a « membership certificate » which may be used in the communication of the member brotherhood, which may also refer to its membership on its own website, with a link to F.I.C.B.'s site.

As at 2017, the annual membership fee is of 150€, with an admission fee of 50€ for the first year. The admission process is described on the website, including for associate membership (section “becoming a member” under the F.I.C.B. heading).



**FEDERATION INTERNATIONALE DES CONFRERIES BACHIQUES
(F.I.C.B.)**

Association régie par la loi du 1er juillet 1901

Siège social
c/o Musée du Vin de Paris –
5, Square Charles Dickens
75016- Paris, France

www.winebrotherhoods.org

info@winebrotherhoods.org

« Sharing the reason and the love for wine »