In the Arab world, an intensive debate is addressing the consuming of wine. This sociodemographic study examines the representation of wine in the Muslim modern societies, focusing on the Maghreb.

Why is wine largely tolerated in the Maghreb, while it is haram (forbidden) in most Muslim countries? Is that related to the magnification of wine in the Antic Arab literature? Or may be it is due to the fact that Tunisia produces a high standard wine? How is wine represented in the Maghreb societies? What are the consequences of the use/abuse of wine on the health of the Maghrebian populations? Are there programs initiated to reduce consumption of wine in the Maghreb? What are they based on? These are some of the questions to which I will try to find answers in the study.

The research is organized into three sections. The first one examines the position of Islam and the charia (Islamic law) concerning the consumption of wine. The second part discusses the representation of wine in the Maghreb. The last part of the paper deals with the consequences of the consumption of wine on health and mortality in the Maghrebian populations, basing on medical statistics.

Parts two and three will be also the occasion to point out the differences between Morocco, Algeria and Tunisia.