# THE HUMANS OF WINE VOICES\*

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How do you think this emergency is it going to change the world of wine?

It may affect the sales in ontrade (HoReCa), consumers are looking for wines of mid-range prices, fast door-to-door delivery, consumption may raise at homes, wine stores need to develop direct, interpersonal relations with clients.

# What has already changed in your job?

I had to move my activities strictly online, resigned of planned tasting and promotional activities.

#### What do you think are the main challenges for the wine business in this moment?

Loss of the important market sector-HoReCa, more complicated supply of wines and new distribution channels.

# What do you think could be done to overcome them?

Develop online sales and designing the offer according to the needs and financial condition of clients.

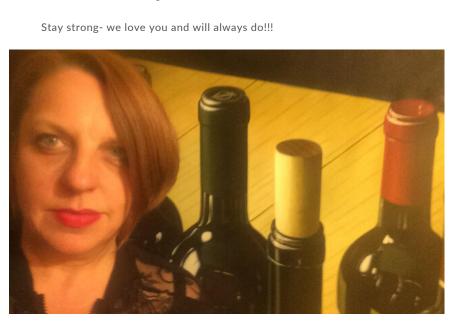
#### What are your activities on social media?

Very engaging. Webinars, quizzes, daily contact with followers.

## How is the promotion of wine going to change?

Online activities have to concentrate on leisure, fun and entertainment not so much on professional education.

#### PLEASE, Send a message to the world of Italian Wine.





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