

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.

Stay strong- we love you and will always do!!!



*In the "VOICES" section of The HUMANS of Wine Project, we decided to keep the original version of the text that we receive in order to respect the value of their words.