

# THE HUMANS OF WINE VOICES\*

**Paolo Vergnano**  
**Owner at Cascina Gilli**  
**Castelnuovo Don Bosco, Piedmont (Italy)**



**Where are you based?**

Castelnuovo Don Bosco (AT) Monferrato.

**What is your job in the wine industry?**

I am the owner at Cascina Gilli.

**What is your perception of the wine business during the Covid-19 emergency?**

We cannot hide our concern not only for the health of our families and friends but also for the economic difficulties that the agricultural sector, like many others, will have to face. We believe that during this period the wine industry is starting more than ever to focus on the brand reputation, building a more professional online presence. We started already from many years to hardly work on customers fidelity, trying to establish a strong venture with our clients so we can say we are now collecting an interesting feedback, but much more effort is needed to strengthen our connections. During those difficult months a strong support has been collected from our loyal customers and wine lovers and we had the opportunity to organize a good project of homedelivery with interesting results.

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

We think that of course wine purchases will inevitably assist to a decreasing trend, especially for a winery like us working primarily with HO.RE.CA. Privates will look for an everyday, classic wine on one hand and experience new items and innovative products on the other hand. For this reason we are happy about the new experiment with Malvasia with the EXTRA DRY version, which is gathering interesting sales results.

**What has already changed in your job?**

We dedicate more time to marketing activities and distinctive communications according to our target. Also because we are spending more time working on the back office activities, waiting for new events and tasting to be permitted!

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

We believe that -especially during these hard times- investing on brand awareness and spreading our single wine culture is very important!

The challenge is to be able to emerge on the competitive wine industry. But a good and attractive image is just one of the aspects, without a product, history and terroir driven philosophy a winery like us cannot survive. Likely we have the right assets, we only have to be good communicators.

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

Innovate, be able to change accordingly to the time. During this difficult period it is not possible to make long term plans and forecast, so it is important to be able to follow trends and needs. Wine industry changes very fast, and there is a special balance between each single winery tradition and the need to meet customers demand.

### What are your activities on social media?

We are fairly "young" on this side but we are dedicating more and more effort on sharing our history, tradition and winemaking philosophy. We are positively impressed on how many wine connoisseurs are enjoying the pleasure to share their tasting and we believe in the power of sharing the experience of wine.

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

It will be harder to recognize the real wine professional, who could help wineries to promote their brand. We would need to be more and more cautious.

