

THE HUMANS OF WINE VOICES*

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Where are you based?

Ortona, Abruzzo.

What is your job in the wine industry?

Export manager, in charge of some specific export markets such as Canada, Australia, New Zeland, Belgium, UK, Ireland, Poland, Malta, Serbia, Croatia, Kosovo, Albania.

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

As you do know the wine is not an essential beverage and the human beings can survive also without wine. What we have noticed is that for many people the possibility to enjoy a nice glass of wine was a sort of escape way to feel less the heaviness of the lockdown. Wine industry has suffered a little bit, especially the business which was based on the on premise channel as the majority of restaurants, bars and entertainment industry were closed or with very limited turnover of customers.

What kind of activities are you doing to reach your customers/followers?

As company, throughout the support of our marketing manager, we did organize many social media activities such as webinar, virtual wine tastings, virtual aperitifs

How did your approach to the wine business change after this emergency?

Basically we didn't change too much our business model and approach towards the customers....we are aware that still for long time it won't be possible to travel overseas and make the same type of promotional activities we did use to do before..we will be missing for sure the wine tastings, wine dinners and all those promotional activities that imply the physical interaction with the final consumers, but we do hope it will be just for limited time frame. We are trying to keep our customers interested in new projects we were keen to present during Prowein or Vinitaly, this is the best antidote to be positive and keep the costumers and consumers highly motivated.

What are the values that have become more important at this time?

The pillars of our life as human being: family, friendship and of course health of all our beloved.

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

Many wine producers ask me to organize webinar combined with on line shopping. This is not a drastic solution, but on the other hand we must think that now it's a chance to wine education. But what we need is direct contact with producers, consumers, sommeliers, chefs. We miss them.

What do you wish we should retain from what is going on to better approach the market once the emergency is over?

As I said this emergency has shown that quite a few activities can be handled in a different way. Before I did use as example the possibility to organize business meeting or even wine tastings without travelling, but just staying in the office or in our private houses. During the lockdown all the wineries, regardless their size, did approach the social media - Instagram, Facebook, etc. - in a more professional way, so this will be definitely one of the key of success for the nearest future.

One thing from this covid time you would bring with you and one you would leave behind.

I do live by myself, away from my family, so the lockdown has been quite heavy...I will bring with me what is real important and central for my spiritual and moral well-being, so definitely the importance of my family and beloved. I will leave behind the insignificance of many material things that surround my daily life.

