

THE HUMANS OF WINE VOICES*

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Where are you based?

I'm based in the Langhe, I live in Alba and I work in Barbaresco.

What is your job in the wine business?

I work at Enoteca Regionale del Barbaresco as winesale assistant and digital manager (social media and website).

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

Due to the Covid-19 emergency the world of wine has become aware of the cravings of the customers to reach the wines they love even if they are not directly on the territory of origin. I noticed a remarkable improvement of the e-commerce channels which will be useful also in the future.

How do you think this emergency will change the wine world?

Before the emergency people interested in the world of wine had the chance to come over and discover directly the reality from where the wines they loved came. Now, being impossible to move, I think the world of wine will have to improve the ways of communicating the territory and the reality behind the label. It will be necessary to improve the ability of storytelling, in order to fascinate the public who can't reach the territory where the wines are produced and the channels where the customers can buy the wines. There will be a bigger digitalization of the wine business.

What has already changed in your job?

My job changed on both its sides. About the sales, the personal contact with the customers is no longer possible, so we improved the e-commerce, giving them suggestions by email. About the management of our social channels, working from home I can dedicate much more time and care to the quality of the website and the posts.



What do you think are the main challenges for the wine business right now?

I think that the real challenge is to keep a strong connection between the product WINE and the territory from which it comes. The risks is that the wine will be considered just a product you can reach on the web, losing its identity and the connection with the territory and its traditions.

What do you think can be done to overcome them?

The key will be the communication of the territory through social media channels. I guess that an effective storytelling of the territory and the production, working on the emotional side, could be able to make the difference and keep the bond between the producer and the final customer who will feel closer to the wine reality.

What are your activities on social media?

As Enoteca Regionale we have a website and we are strongly present on Facebook and Instagram, where we try to narrate the territory of Barbaresco and our work daily life. During this Emergency we ask to the producers adherent at the Enoteca to join their voices and share a positive message "Stay home, stay safe and drink Barbaresco".

How is promotion of wine going to change?

It will be necessary an emotional promotion, an effective storytelling whose aim will be tale the territory and the realities behind the label

