

THE HUMANS OF WINE VOICES*

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What is your job in the wine business?

First of all, I'm a sommelier, I'm working for Banca del Vino which is a shop, museum and a cooperative of Italians winemakers. My role is to sell wines, I organize tasting and team building for enterprises and simply wine lovers.

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

We're living in a very critical period, import and export are blocked, inside the vineyard people could work alone but without help from other hands it's hard to manage large plot of land

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

I think that wineries will understand the importance of the direct contact with customers, especially the ones that focused their sales only for restaurants and importers will understand of private clients.

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

I think that the main challenge is to constantly find new ways of selling and promoting wines, different from the traditional ones.

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

Probably the wine world will be focused on selling wines mainly in one's own country, the idea of delivery it sounds great, the use of social media is strong and it's growing day by day.

What has already changed in your job?

The team and I are thinking about how to change our business, certainly selling wine and experience door by door and make our way through the ecommerce are the very big steps.

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

I suppose selling and shipping wine to move the business again is the challenge of the moment.

What do you think could be done to overcome them?

Guided wine experiences online, trying to diversify sales according to prices, virtual guided tour to be close to the customers who can't travel, maybe do something in a big place as a square respecting the social distancing could be ideas to overcome this moment.

What are your activities on social media?

Social media are essential for business, but actually I'm not obsessed with them.

How is the promotion of wine going to change?

The approach to the wine world will change, in my opinion people after the lockdown won't be able to spend extra money but they'll open up to pleasant sensations as simple emotions and low prices.

