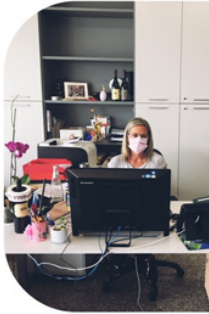
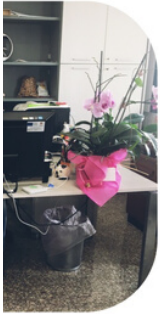


THE HUMANS OF WINE VOICES*

Linda Siddera & Elise Rialland
Export Office and Hospitality *Casale del Giglio*
(Latina Province, Lazio, Italy)



Where are you based?

Latina Province, Lazio.

What is your job in the wine business?

Export office and hospitality.

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

The wine business has been split into two: the producers that were mainly selling to restaurants and bars were forced to almost stop totally their sales while those of us who were also selling to supermarkets or e-stores have had the opportunity to maintain a part of their income and of their clients.

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

We have tried to reinforce the back-office work maintaining as much as possible personal contact, emails, e-meetings, texts with our partners (importers, agents, direct clients). The winery has also regularly posted information, photos, hope messages on its social media.

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

As travels were a large part of our job, we have to think new strategies that for now, are not including our presence in the market. We have also to think about how to support our partners all over the world when we'll all be able to restart the business.

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

The quarantine has forced us to stay at home and to appreciate to take some time for ourselves and by ourselves. A forced "slow-down" which may have many positive effects for many of us. Not having interpersonal contact for such a long time has shown us our need of human relationship and socialization both in our private life as in our professional life.

As Italians, the physical contact is part of our tradition and there's a real sufferance of being deprived of it. The virtual "aperitivo" has become a must and a positive thing for the wine business as sharing a glass of wine with your friends or family was a real moment of relax during those long days...

Is there anything, of the wine industry, before the emergency that you think we can leave behind?

Nothing to be left behind but maybe new values and tools to be added and used to increase the wine industry.

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

Technology has definitely proven its importance in this modern era. Should the covid spread some 20 years ago, maintaining contacts and sales would have been really an issue. Today, internet, Skype, Zoom, Whatsapp and the e-commerce have given us the possibility to assure a continuity and to carry our lives as “normally” as possible.

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

The mask will definitely become a must have in our suitcases but we'll easily leave behind the physical and psychological isolation.

