

THE HUMANS OF WINE VOICES*

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

Wine business is directly connected with the horeca sector: as long as restaurants, hotels and wine bars are closed, sales will be either slower or too slow. E-commerces are not able to completely replace wholesale to professionals

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

Now it's difficult to imagine wine fairs, wine tastings and events with a large audience... Wine, more than any other product, needs to be told and explained not only through its history but also through tasting and direct comparison. I can't imagine a world without human contact or wine fairs, tastings and events. Social networks can only temporarily fill this gap even if they are powerful tools to promote our brand.

What has already changed in your job?

My work has only changed in part: in the winery everything is going as usual. The sale, on the other hand, has stopped. My 200-300 km per day between deliveries and appointments have been zeroed out from day to night. We are waiting for the reopening as our sales strategy is based on constant contact and confrontation with our customers, especially professionals horeca customers. Although in recent weeks we have intensified our relationships with online retailers and developed social media campaigns.

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

- Wineries must resist to sell off their product at any cost;
- Reach out customers;
- Try to withstand the economic deadlock. Even if there is a lack of sales revenue, we still have to maintain high the quality of our work without taking resources away from production process.

What do you think could be done to overcome them?

The solution would be to find shared solutions between producers (especially small ones) and commercial partners to allow the whole supply chain and work developing collaborations. This will mean more flexibility in order to reach all those customers who used to go to restaurants, wineclubs etc. with fast and low cost food&wine home deliveries. Even if I don't believe in it Organized Distribution but could be a useful solution for medium-big sized wineries and focus on quality at any cost.

What are your activities on social media?

We have a website, facebook and Instagram accounts. We publish weekly content related to our work to show the various steps of work from vineyard to bottling.

How is the promotion of wine going to change?

Currently social media is the only effective way to reach customers. Probably, even after the lockdown, many companies will focus their business model using social media even more massively than before.



*In the "VOICES" section of The HUMANS of Wine Project, we decided to keep the original version of the text that we receive in order to respect the value of their words.