

THE HUMANS OF WINE VOICES*

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Where are you based?

I am in the Marche region, exactly in the municipality of in Cingoli, in the province of Macerata.

What is your job in the wine business?

I take care of our winery together with my family.

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

Clearly, of great change. The lock down has led to the closure of restaurants, wine bars, bars, wine fairs and events were cancelled , not only in Italy but everywhere. These factors have a great impact, and this situation has also made human contact totally impossible and, in my opinion, it is fundamental in our industry. My perception after a moment of bewilderment due above all to the health emergency and concern, was that of a great energy to reshape our way of working.

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

The world of wine is something we are used to conceive related to storytelling, involves to physically meet people, open the doors of our companies, organize events in restaurants, traveling, taking flights to make our products known. Wine is inevitably linked to conviviality, it accompanies many moments in people's lives, and this is one of the reasons why I love my job, in this sense the world of wine has changed its face. All this naturally led to the economic repercussions that we all know.

What has already changed in your job?

My work has changed, I can't deny it. In the vineyard of course it hasn't, the vineyard is a source of energy for us, in the vineyard nothing stops, and follows its phases. On the other hand, we are very sorry not to be able to meet customers, wine enthusiasts, importers. However, we made an effort to reach people to ensure continuity, so when they were no longer able to come to us, we went to them, we organized ourselves with home deliveries, with shipments, making communication trying to ease the way of contacting us, offering all our availability to those who did not know us, because in this moment we all have lost our habits. Wine is tradition, not only in my country, but in many others, and I am convinced that holding on to them them can help. Our work has changed in many respects and perhaps this has strengthened our desire to make our territory and our products known, to reach people in a different but effective way.

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

At the moment we have to resist an extremely difficult situation, but we do not know how it will evolve and, certainly, a great change is already underway, we will have to try to mold ourselves to this evolution, without compromising the quality of our products. It is very difficult now to make predictions, we went from a situation in which our companies participated in fairs, dedicated events, evenings in restaurants, to its opposite, to having to tell a glass of wine that people do not have in their hands through a keyboard, even just adapting to this new scenario represents a great challenge.

What do you think can be done to overcome them?

I think a great collaboration is necessary between all the subjects that revolve around the world of wine, certainly also from the institutions. As for our work, as I said, we will have to adapt to the change, so those who have not used social media, those who have not yet approached online sales, will probably have to take a few more steps towards these channels. I will repeat myself, but in this period of lock down we have missed the ability to transmit our work, our philosophy, so I tried to do it anyway.

Certainly, it is not the same thing, but I must also recognize that many have activated for this purpose, right now I am answering your questions to make our voice and experiences known where they could not go without your support.

What are your activities on social media?

Through our website, Facebook, instagram, Twitter, dedicated exclusively to our company, we publish content related to our wines, our territory, the news of our production, trying to bring people virtually into the vineyard and cellar, literally in the heart of our company. Next to this I have to remember and thank the work of wine journalists, of those who continue to review our products through guides, of wine lovers, of bloggers who tell our audience about our wines.

How's the wine promotion going to change?

The promotion of wine for some time had made use of the help of social media, communication experts, and all those channels that in a short time manage to reach people and realities far from their own context.

