

THE HUMANS OF WINE VOICES*

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Wine Blogger & Wine Educator
(Tuscany, Italy)



Where are you based?

In Tuscany, but I constantly tour all of Italy. Or rather, I used to!

What is your job in the wine industry?

Wine blogger and wine educator.

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

Corona Virus has brought the Italian wine market to its knees, but the vineyard teaches us that, despite everything, we must go on and I have noticed a great capacity for adaptation to adverse circumstances by producers and traders. The former continued undaunted to work trying to make better use of the media available to them and to redirect a market too widely voted abroad to a national clientele. With the closure of the Ho.Re.Ca. and with a drastic drop in exports, Italian private customers have become a lifeline. Hence, the sudden growth of online sales through e-commerce already present or directly from companies'

websites and social networks. On the other hand, merchants have been able to reinvent themselves with home deliveries and projects to combine the classic wine shops with online sales, where it was not already present.

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

The world of wine will change in numbers and in commercial dynamics, it will experience a crisis that we can manage only with great humility and creativity. This should be an opportunity to grow and to reconsider mistakes of the past, now brought to light by the Covid-19 health emergency. Here you find my article about the potential effects of Corona Virus on wine production, wine market, wine tourism and wine events: <https://www.wineblogroll.com/2020/04/italia-vino-dopo-virus-vendita-enoturismo-eventi.html>.

What has already changed in your job?

Personally, I had to completely renounce to all public commitments such as events, master classes, guided tastings and lessons that I conduct around Italy. On the other hand I launched 2 non-profit initiatives aimed at helping Italian producers in difficulty to show that their work is going on: #ShareLaTuaVigna and #PresentaLeTueNuoveAnnate. Both have become two IGTV and FB series, capable of involving more than 200 companies so far.



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

Ability to adapt to changes and economic evolution applied to the whole chain.

What do you think could be done to overcome them?

Producers, traders and restaurateurs will have to work together trying to find a meeting point that allows the whole supply chain to be sustainable even in a time of severe crisis, but they cannot do it alone! The state will have to intervene with concrete aid to support one of the leading sectors of the Italian economy.

What are your activities on social media?

I manage my social profiles on Facebook, LinkedIn and Instagram using them to share impressions about the wines that I taste every day and the hundreds of realities that I have the opportunity to visit every year. The focus, however, remains on my wineblogroll.com, as I believe that social media do not allow to express in depth the opinions and concepts that only the freedom of a container like a blog permit.

How is the promotion of wine going to change?

My hope is that the wave of improbable direct and superficial publications coming from the greater availability of time and social distancing, slowly, give space to a communication richer in content and less tied to mere marketing. An ethical communication that sees more and more producers talking about their realities in first person but that does not ignore the role of independent communicators in reviewing companies and wines with professionalism and clarity.



*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. This interview was originally in Italian and translation into English is ours.