

THE HUMANS OF WINE VOICES*

Elena Fucci
Wine Producer
(Barile, Basilicata, Italy)



Where are you based?

Barile, Basilicata.

What is your job in the wine industry?

I'm an enologist & winemaker.

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

My personal feeling is that serious mistakes have been done and are still going on made by those who govern us. Life, safety and health are the first things to protect, but the greatest damages will be those due to the biggest economic crisis ever. It will take many years to be born again. At least those who will be able to do it.

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

We work a lot on social media (but not too much), we are also trying to reach our customers/supporters by email or direct messages so that we can get informations about their health and condition during this "crisis". We also explain and tell them about our news, to try to have a sort of "normality" in a "un-normal" time!

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

I think we will have a long time where the wine business will be more digital and more b2c. But this until the Ho.Re.Ca channel does not return to an acceptable level. People love to socialize, to go out, to have fun, to travel so... I think we will in part come back to the normal approach.

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

I think it will be not change the enthusiasm of people, the desire for good and beautiful things to discover.

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

Probably, in Italy but also in the major market of the world, we can lose a good part of bureaucracy, and all the obstacles that a business man/woman meets every year.

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

Absolutely to leave the psychological terror that has been experienced throughout this period and that we will pay much longer. To bring in the future the solidarity, the union of people, the desire to reunite without struggles but in the naturalness that the human beings should have. And then celebrate all together with a glass of good red wine.