

THE HUMANS OF WINE VOICES*

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Sommelier Ristorante *Da Gorini*
(San Piero in Bagno, Cesena Italy)



Where are you based?

I live in Montescudo, a small town close to Rimini.

What is your job in the wine industry?

I am the sommelier at *Da Gorini* restaurant (* Michelin) in San Piero in Bagno, near Cesena.

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

A perception of unreality. We are experiencing something unexpected that leaves everything in suspense, including the world of wine. I certainly see and feel so much difficulty, both in thinking and in being able to act.

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

My personal thought is perhaps directed more towards the true basis of wine. I hope for a return to the origins of the product, a streamlining of all the superfluous created in recent years. The economic crisis will be tangible, so some dynamics will have to be reshaped or eliminated. I think of a more territorial and ethical sale, this on a global level.

What has already changed in your job?

At the moment, just being completely still. Living also in another location, you completely lose contact with what was the daily working life.

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

It will be a difficult restart. The hope is to consolidate human relationships with all the subjects that make up the supply chain of the world of wine, a sort of "file rouge" that starts from the winemaker to the customer.

What do you think could be done to overcome them?

To revive on a new basis a more ethical and supportive model of consumption and business, giving the right value to each piece.

What are your activities on social media?

Moderate use of the most popular social networks, always on a personal basis. In addition, a website and related social pages of a two-headed and two-liver project, which I share with my brother: Poolwine, easy drinking wines.

The idea is to have an easier approach to the world of wine, based on elements such as joy, sharing, but above all, a lot of thirst.

How is the promotion of wine going to change?

Maybe I'll be repetitive: return to the origin, to the earth. If the big food groups exploit the ethical aspect of their work in the commercials, I think it is right also the world of wine, often populated by thousands of small businesses, with a lot of sweat and sacrifice behind them.

How do you see your role in the business changing right now?

Working in the fine dining, where there was already a lot of attention to the service and promotion of the product, I believe that for figures like mine, beyond the technical aspects, there will be no radical change. We will be even more spokesmen for a movement that represents one of the most symbolic Italian products, which is the wine.

Do you think the consumption of local wine is going to increase compared to imported wines?

Probably yes. But I don't think it's parochial, simply the customer will look more carefully where to go shopping. Obviously, some "prestigious" bottles could have a drop in consumption. This will lead us to change the internal management of the cellars from which new proposals could still come from.

What wines are you choosing at the moment?

In truth, little or nothing. I am taking advantage of this forced standstill period to purify body and spirit. Sometimes it takes.

What wines would you recommend drinking during the lockdown?

It is already a period of deprivation, so I recommend that you follow your own taste and passion, to experience at least a little daily joy. I feel like giving just a little advice: keep a bottle of the heart cool or well-prepared, preferably a bubble: the end of the lockdown will have to be celebrated as soon as possible.



*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.