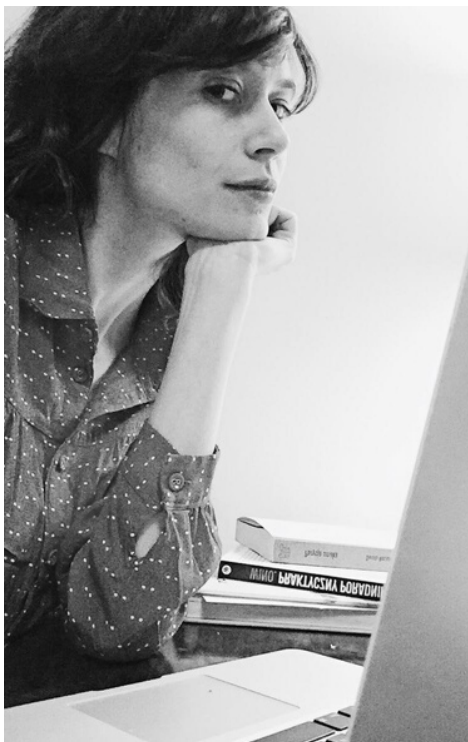


# THE HUMANS OF WINE VOICES\*

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

I remember that on Monday 9th March I was attending wonderful wine event, Women's Day with California Wines. It turned out to be the last wine event before Covid-19 Emergency: going back home in taxi I heard about lockdown in Italy. Few days later many restrictions were announced in Poland. All the wine events were cancelled or postponed and then, after another few days, restaurants were closed. Fortunately there is a lot of inspiring grassroots initiatives aiming to help local gastronomy (food delivery is permitted in Poland during lockdown) or to build wine community online and to share experiences, recommend wines to each other etc. There are more and more very interesting wine events going online: seminars, courses, lectures, presentations.

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

I think that despite many uplifting and inspiring initiatives that managed to activate wine community online, it might be very tough year, especially for small wine producers and wine importers. And then another few years of recession are awaiting us during which people will spend less money on wine and restaurants. Wine business must now learn how to stay in touch and communicate with consumers online: and that ability will stay with them – and that is a good thing. But we must not forget that wine is about taste, memories, sharing moment, journey – and nothing can replace actually being in certain place, with certain people and tasting wine.

**What has already changed in your job?**

As an academic teacher I teach all my students online now, but it takes more time and gives less inspiring energy than "live" lectures and seminars. As a wine journalist I write less articles for magazines (there are no wine events to write about etc), however I'm trying to write on my blog more regularly now.

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

The biggest challenge for the world of wine is communication and keeping wine community together without possibility of meeting face to face.

**What do you think could be done to overcome them?**

I think that one solution might be wine education, learning people to appreciate good taste (wine business should invest in free online seminars, lectures etc) In following months or perhaps years people would rather make conscious consumer decisions: they would buy wine because they appreciate its taste, because it goes along with fine meal they are planning to cook, rather than to show off. Creating connoisseurs and members of wine community instead of "common" clients might turn out very important.

### What are your activities on social media?

I'm trying to keep up with wine events that are going online. There are so many of them that I'm suffering kind of FOMO (Fear of Missing Out) I cannot attend all of them, but I'm trying to keep an eye on them at least and know what's going on. I'm also promoting my blog on Facebook and Instagram more often than before.

### How is the promotion of wine going to change?

Digital communication in social media, creating wine community would be more important than ever before. The art of taking pictures and filming the wine and "wine moments" will develop further. I also believe that wine education will be crucial part of promotion.

*"The biggest challenge for the world of wine is keeping the wine community together"*



\*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.