

# THE HUMANS OF WINE VOICES\*

*VALENTINA CASSETTA- SOMMELIER*



**Where are you based?**

I'm based in the North West of Italy, in the Piemonte region. I live in the Monferrato area, a wine area Recognized Unesco Heritage for its viticulture landscape in 2014.

**What is your job in the wine business?**

I'm sommelier, qualified taster, a communication and public relations consultants. I help companies communicate their brand in Italy and abroad. In addition, I am a tour guide for all those who choose to do food and wine tours in Piedmont.

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

The Covid 19 arrived at a time of the year, early March, when the activity in the vineyard for the 2020 vintage required commitment and energy. So initially the companies directed all their energies towards the vineyard. Since the beginning of April, given the persistence of the lockdown situation, they have started planning online communication strategies to increase their sales.

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

All companies in the sector have approached the web, as a communication and sales tool, in a more careful way. What used to be a secondary activity and often carried out in free time has now become of primary importance. There is greater attention towards the final consumer and towards the useful tools to reach it. As far as wine tourism is concerned, it is too early to evaluate all the changes.

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

I mainly dealt with training and promotion activities in direct contact with the importer, the journalist, the wine blogger or the final consumer. Since March 8 I have found myself having to reinvent my profession from scratch. I launched a four-hour course on wine on the web, completely free and individual. It is a course for beginners who does not want to replace any professionalizing course. The goal is to bring people closer to wine, igniting that spark of curiosity. So much so that many of them expressed their desire, after completing my course, to want to enroll in a professionalizing course in which, after passing an exam, they will obtain a qualification.

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

The biggest challenge for the world of wine right now is to develop the ability to tell your wine through a screen after decades has been done face to face. This challenge will reward those who really know their products and especially their market.

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

To communicate correctly it is not enough to open communication channels on the web, but it is necessary to know the channels in which the users interested in our wine find themselves and to know how to master them.

### What are your activities on social media?

For my master's degree at the School of Management and Economics of the University of Turin I discussed a thesis on this topic: "Digital innovation 2.0: the Social Organization and business opportunities. Analysis of some successful cases in the tourism and agri-food sector". Eight years have passed and I continue to believe in the great opportunities of social networks keeping active the accounts of the numerous social channels where I am present: Instagram, Facebook, Twitter and LinkedIn. I publish daily in-depth content on food, wine and tourism. I have a site on Wordpress [www.valentinacasetta.it](http://www.valentinacasetta.it) where I take care of a blog.

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

I believe that for some time travel will have to be limited and for this reason there will be greater investments of time and money in digital communication.

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

I am supporting, through targeted consultancy, many local food and wine producers who have chosen to use online communication channels in a professional way to promote their company. I continue my activity of online wine courses, offering individual courses in Italian and English accessible to winelovers all over the world.

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

For the moment I think so, but I believe that things will change in the future and the consumer will return to appear on the international wine scene.

### What wines are you choosing at the moment?

I have a well-stocked cellar, the result of ten years of purchases of mainly Italian but also foreign wines. What better opportunity to open these bottles?

### What wines would you recommend drinking during the lockdown?

The lockdown is a good opportunity to discover new wines and territories, to travel through a glass of wine. I recommend everyone to try new wines that can give you new experiences!



\*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.