

# THE HUMANS OF WINE VOICES\*

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

I work in a wine shop where I sell to private customers, I organise tastings and I manage our social media pages.

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

I think that many wineries and wine shops engaged in finding new ways and solutions to continue to sell, mainly through online shops. I also think that people, at least in Italy, have begun to drink more wine at meals, but since a lot of them can't work and don't perceive a salary the average price per bottle lowered.

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

I think that wineries will understand the importance of the direct contact with customers, especially the ones that focused their sales only for restaurants and importers will understand of private clients.

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

My job has changed a lot, because I can't physically work in the shop with customers. I work from home mainly selling our wines through our online shop and promoting our company on social media.

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

I think that the main challenge is to constantly find new ways of selling and promoting wines, different from the traditional ones.

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

The most important thing is that the wine industry understands the current situation and find alternative ways to survive. It's important that associations like Consorzi di tutela help their members.



What are your activities on social media?

My colleague and I constantly post on our facebook and instagram page, sharing videos of the wineries we represent, making wine quiz every evening, and promoting our sales and offers on our wine shop.

How is the promotion of wine going to change?

I think that social media will be more and more influent.

How are your sales changing? More retail, less restaurants?

We always sell 99% to private customers, so our target didn't change.

Are you currently selling to private clients as well?

Yes

Do you believe this emergency is going to encourage the consumption of local wine in comparison to the one imported from abroad (Italy)?

I think that this can be true, especially for people who didn't buy a lot of bottles before Covid, because they are not interested in discovering wines from other regions, but people in the wine business (wine lovers, sommeliers-..) will continue to drink wines from all over the world.

Has your approach to the market changed yet? If yes, how?

Yes, before I used to go directly to the winery to buy wines, I used to travel a lot to wine regions, while now I shop online.

