

Let's make wine sexy: the new AGIVI presidency explains the future of Italian wine

scritto da Agnese Ceschi | 22 Luglio 2026



The new AGIVI presidency, led by Vittoria Rocca with Tommaso Canella and Martina Centa, aims to revolutionize the industry under the motto "Let's Make Wine Sexy". These young Italian wine entrepreneurs discuss the crucial need for modern communication, smooth generational turnover, and engaging younger consumers while honoring historical family experience.

They are three young protagonists of Italian wine and belong to families that have been producing wine for generations. Today they are called to represent a new phase of AGIVI, the Association of Young Italian Wine Entrepreneurs of Unione Italiana Vini: Vittoria Rocca is the new president, supported by vice presidents Tommaso Canella and Martina

Centa.

This association of about 150 young entrepreneurs is the bridge between the past and the future. They operate in a present where many questions are asked and attempts are made to provide answers to a historical moment that is less than rosy for the wine business.

The challenges are many, but the strength of this young generation of wine entrepreneurs is precisely keeping in mind that something must change to evolve, without ever forgetting the respect for those who preceded them in age, from whom they still learn every day. **In this interview we talked with them about projects, generational change and wine communication,** starting from their motto: "Let's Make Wine Sexy".

Where does your slogan come from and what message do you want to convey with this new mandate?

Vittoria Rocca: I wanted my vice presidents, Tommaso Canella and Martina Centa, to be with me, because the project for this mandate was born from a common discussion. **We built the guidelines for the next three years together and the slogan is also the result of this shared work.** The idea is that AGIVI continues to be a bridge between the wine world of today and tomorrow, representing the needs of young producers and future consumers.

Tommaso Canella: The slogan also arises as an evolution of the path taken in recent years. The previous mandate, led by Marzia Varvaglione, had "teaming up" as its key phrase, a perfect message for that historical moment. **Today that team already exists and is solid.**

When we say Let's Make Wine Sexy we have no intention to provoke. "Sexy" means desirable, engaging, capable of attracting new people. **We want AGIVI to become a reference**

point for all young people under 40 working in wine, a space in which to discuss without fear, share experiences and grow together.

Vittoria Rocca: Furthermore we realized that in Italian there is no term that conveys all the nuances of the word “sexy”. For us “sexy” means simultaneously “attractive” and “appealing”. **Attractive because we want wine to be perceived again as something that arouses curiosity and engages.** Appealing because wine continues to be an extraordinary tool for sociality, sharing and pleasure.

What is the strength of AGIVI?

Martina Centa: The strength of AGIVI is bringing together young entrepreneurs from very different territories, company sizes and experiences, but united by the same passion for wine. Making a system today is fundamental: **discussing, sharing experiences and building a common vision allows us to face market challenges with greater strength.** The association can be a laboratory of ideas, capable of generating concrete proposals and representing the voice of the new generations of Italian wine.

What relationship do you have with the “lead” Unione Italiana Vini?

Vittoria: Our goal is to further strengthen the relationship with Unione Italiana Vini, continuing to be a training ground for young people who will have increasing responsibilities in the sector tomorrow. **We also want to bring the point of view of the new generations into the association,** precisely in a complex moment for the market, marked by declining consumption and many uncertainties.

Speaking of relationships with the “elders”: what relationship do you have with the generational transition?

Tommaso: Generational turnover is always delicate, especially in family businesses. I believe it is too easy to attribute all responsibilities to the previous generation. For every parent who struggles to leave room, there is also a child who, at times, demands to have too much and too quickly. **In my case the process was gradual: conquering small spaces, demonstrating results, making mistakes, learning from errors and listening to those who have worked in the company for thirty years.** It is a continuous balance.

At the same time the market changes quickly: health, alcohol consumption, new consumer habits. **Younger generations often have a greater ability to grasp these changes and can offer a new perspective.** The balance is born precisely from mutual listening.

Vittoria: We are also experiencing a generational turnover in my company. Together with brothers and cousins, I represent the fifth generation in the company. Under the guidance of our parents, we progressively carve out our space. I consider myself lucky because we managed to find a good balance. **I believe that a fundamental aspect emerges in family businesses: trust in relationships, a value we also find in the AGIVI family.**

Martina: I experience the generational change daily within the family business and I believe it is one of the most complex, but also most stimulating challenges. On the one hand it is true that senior generations often struggle to leave responsibilities and decision making spaces. **This is understandable, because we are talking about companies built with sacrifice, passion and years of work.**

Personally, I still consider senior generations a great source of teaching today. The experience, knowledge of the territory and long term vision they have developed over the years represent an invaluable heritage. **Of course, sometimes we clash over some ideas or how to face the market, but I believe that the most constructive answers often arise precisely from confrontation, even heated ones.**

What is missing in wine communication today?

Martina: Today wine mainly lacks the ability to speak to young people with a contemporary language. For years we have told the story of wine in a very technical way, speaking mainly to professionals. **Instead we must return to telling stories of emotions, experiences, people and territories.** Wine already has all these characteristics: we simply must learn to tell them with new languages, always maintaining authenticity, culture and responsibility.

Vittoria: In front of a glass, young people imagine a sunset, a trip, a moment to share with friends. This does not mean giving up technical competence, which remains fundamental, but combining it with a more engaging and contemporary narrative. **This is why we also want to develop AGIVI's training courses with a language closer to the consumers of the future,** while always keeping the quality of the contents high.

Key Points

- 1. Modern communication** is essential to make wine appealing and engaging for younger, contemporary consumer demographics.

2. **Generational turnover** requires mutual listening and a delicate balance between new perspectives and senior experience.
3. **Making wine sexy** means transforming it into a desirable, attractive, and highly social experience for everyone.
4. **Teamwork and sharing** among young Italian wine entrepreneurs are vital to successfully overcome current market challenges.