

Antinori, premiumisation: wine should not become “luxury”, but remain a symbol of quality of life

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Piero Antinori, iconic figure of Italian wine, shares his thoughts on premiumisation, generational change, and communication. He warns against the risk of turning wine into a luxury good and advocates for its role as a symbol of conviviality and lifestyle. An interview that highlights values of humility, innovation, and quality in the face of future challenges.

We interviewed Piero Antinori, one of the most renowned figures in the global wine industry and owner of [Marchesi Antinori Spa](#). With the marquis, we explored key topics such as

youth and wine, credibility and communication, brand recognition, future challenges, and premiumisation. Here's what he shared.

According to various market analyses, younger generations, unlike those over 50, are more interested in experiences, wine clubs, and personalized offers, focusing on wine storytelling. Do you agree?

It's a reality that's plain to see. For young people, wine is increasingly becoming not just a source of "hedonistic" pleasure, but an experience they actively seek, enriched by a captivating narrative.

The Antinori family has over 600 years of history, with 26 generations behind it. Many wineries emphasize "family," "heritage," and "tradition," but these traits risk becoming cliché. What's your view?

History and tradition can indeed lose their appeal and meaning unless paired with modernity and innovation.

You recently received the "Oscar" as the world's most admired wine brand. What three factors do you believe were crucial to achieving this level of industry recognition?

I'd say competence, passion, and humility.

Success stories inevitably face ongoing challenges. Looking at the international wine market, what concerns you the most in the near future (aside from the Russia-Ukraine conflict)?

Health campaigns that generalize all alcoholic beverages and equate wine with spirits, forgetting that wine is a natural, millennia-old product that, in moderation, is scientifically considered beneficial.

Premiumisation is growing, especially among younger consumers who buy wine less frequently but aim for higher quality. Given your high-end positioning, what are the pros and cons of this trend?

The risk is that wine might shift toward the “luxury” segment, whereas it should remain a product of conviviality, friendship, joy, dining, and life quality.

This interview was conducted in partnership with [Amorim Cork Italia](#) as part of the “[Amorim Wine Vision](#)” project – a network of thought leadership on technical and topical wine-related issues, spotlighting the original visions of industry entrepreneurs and managers.

Key points

1. **Wine must remain social and inclusive**, not a luxury item.
2. **Younger generations seek immersive wine experiences** and

storytelling.

3. **Tradition needs innovation** to stay credible.
4. **Competence, passion, and humility** fuel brand admiration.
5. **Health narratives risk damaging wine's natural identity.**