

The 3 words you must avoid when talking about your wine

scritto da Lavinia Furlani | 15 Novembre 2024



Avoid clichés in wine communication! This article identifies three overused words—tradition, innovation, and passion—and suggests fresh storytelling approaches. Learn how to captivate your audience with authentic and engaging narratives to elevate your winery's brand.

At Wine Meridian, after years of traveling across Italy, we've visited **hundreds** of wineries. With our growing commitment, the **wine tourism sector** has become almost a divine mission for us. Sometimes, the owners and Hospitality Managers knew who we were; other times, they mistook us for casual wine tourists (spoiler alert: we're not, so watch out when we visit your winery!).

But here's what we've noticed from North to South: there's a

repertoire of words that seems copied and pasted from a secret manual titled “How to Bore Anyone with Your Wine Story.” Frankly, these words have worn out their welcome, and as soon as we hear them, our **attention level drops** faster than a glass of red wine next to a juicy steak.

Here are the words you should consider avoiding (or at least using sparingly):

1. **Tradition:** We get it—your winery has deep roots, and your wines are tied to history. But this applies to the vast majority of Italian wineries, who, like you, use this word to convey the exact same idea. Instead, why not tell us what staying true to this history really means to you? Do you have a particularly interesting family story? An anecdote no one knows about? Make us dream!
2. **Innovation:** Sure, you’ve found a way to bring **innovation** while staying rooted in tradition. A statement that’s hardly surprising, given how often wineries claim to bring novelty to their products. Instead, tell us about your **concrete improvements**, the cutting-edge technologies you’re using. Show us something original—don’t just throw “innovation” around like it’s a revolutionary word.
3. **Passion:** It’s wonderful to know that you pour **passion** into what you do! But fortunately, most Italian businesses in the sector do too. After all, the world of wine still holds great allure, and many professionals work with love for their craft. Instead of repeating this word ad nauseam, tell us about the goals that make you leap out of bed with joy in the morning. What part of your work still makes your eyes shine?

We hope these tips, shared with a touch of **irony**, spark some reflection on wine communication. Storytelling is a powerful

tool that can elevate your brand above the competition—but only if it's used in a **fresh and authentic** way. Relying on clichés and overused phrases is no longer enough. Today's consumer seeks **authenticity**, stories that resonate, and narratives that truly capture the soul of your winery.

Key points:

1. Avoid overused words like tradition, innovation, and passion in wine storytelling.
2. Focus on authentic and unique anecdotes to captivate your audience.
3. Highlight specific achievements or goals to stand out from competitors.