Cielo e Terra: strategy, not price, wins in global markets

scritto da Claudia Meo | 5 Maggio 2026



Cielo e Terra, the Veneto-based wine company, closes the 2026 international trade fair season on a positive note. With 80% of turnover generated abroad and a presence in over 80 countries, the company bets on strategic clarity, continuous product innovation, and supply chain reliability – rather than price competition – to navigate an increasingly complex global landscape.

The 2026 international trade fair season closes for Cielo e Terra with a positive balance and, above all, with clear indications on how to face an increasingly complex global context. After the Paris–Düsseldorf–Verona trio, the Veneto-based company confirms a precise direction: it is no longer enough just to be present, it is necessary to know exactly where one wants to go.



Luca Cielo

“We perceived an overall positive atmosphere, especially in the first fairs of

the year,” says **General Manager Luca Cielo**, “but we have confirmed that today it is

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s, **a defined and coherent strategy**. For sometime now, we have chosen a precise po

sitioning, working on quality and on our ability to renew ourselves every year

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It is precisely this continuous drive toward innovation that represents one of the pillars of the company’s philosophy. Not only in terms of winemaking, but also in packaging and storytelling. “**We constantly innovate lines and packaging** because the market needs novelty, and it must recognize it as authentic,” continues Luca Cielo. “At the same time, we consolidate what works: it is a balance between memory and the future.”

A balance that finds full expression in the new products presented at Vinitaly. On one hand, the launch of the new line ***The History of Gio***, a tribute to founder Giovanni Cielo, designed to reinterpret family tradition in a contemporary way and position itself in a more premium segment. On the other, the celebration of 30 years of **Freschello**, one of the company’s most iconic wines, a symbol of accessibility and the ability to speak to different generations, now relaunched also through restyling and new communication initiatives.

If the product vision is clear, the strategy in **international markets** is equally well defined, where Cielo e Terra generates about **80% of its turnover**. A widespread presence, built over time with an approach that differs from more traditional models.

“We are always looking for new opportunities, adapting our offer to specific si



Pierpaolo Cielo

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A strategy that translates into a high level of diversification, both geographically and in the product portfolio, a key element in reducing risk. “**We are present in over 80 countries**, with many wines of different types. This allows us not to depend on a single market or a single product and to be more resilient,” continues Pierpaolo Cielo.

At the base of this model there is also a strong investment in the commercial structure and in the team. **Area managers**, together with marketing and customer service functions, represent a fundamental asset in building relationships and developing international projects. “Results come when there is a shared project and when people are involved.”

But the real distinguishing element is perhaps the ability to build **stable relationships throughout the entire supply chain**.

Not only loyal customers, but also suppliers and partners with whom to develop a shared path over time. “For us, it is essential to create a supply chain, to ensure continuity and reliability,” emphasizes Luca Cielo. “Many years ago, we chose to believe in stability as a competitive value.”

In a global context characterized by uncertainty, Cielo e Terra’s response therefore seems to rest on a few key principles: strategic clarity, constant innovation, diversification, and strong relationships. An approach that, in light of the results and prospects emerging during the trade fair season, appears more effective than ever.

Key points

1. **Cielo e Terra generates 80% of its turnover** in international markets across 80+ countries.
2. **The company prioritizes strategic positioning and innovation** over price-driven competition.
3. **New launch “The History of Gio”** targets the premium segment, honoring the brand’s founding heritage.
4. **Freschello celebrates 30 years**, relaunched with restyling and fresh communication initiatives.
5. **Supply chain stability** and long-term relationships are central to the company’s competitive model.