The rise of Cinque Quinti: wine tourism and innovation in the heart of Monferrato

scritto da Lavinia Furlani | 8 Luglio 2024



Martina Arditi of Cinque Quinti provides an insight into the development of the **wine tourism** business in Monferrato, an area less known compared to the nearby Langhe but rich in potential. From a small start with a thousand **bottles** in 2016 to fifty thousand in 2023, their growth has been remarkable.

How did you transform Cinque Quinti from a farm to a renowned wine tourism destination?

We were fortunate to be in the right place at the right time. Our region, Monferrato, experienced a revival after being designated a UNESCO World Heritage Site. This motivated us and other local producers to invest more in **wine tourism**.

But in reality, we simply joined in and opened our doors to the opportunity. It was a stroke of luck: we are in an area complete with **landscape** and this allowed us to stand out.

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What were the main challenges you faced in expanding the wine tourism business?

One of the biggest challenges was meeting the expectations of a diverse and often very demanding clientele, seeking unique experiences and flexible hours. We also had to manage the balance between village life and the increase in visitors, organizing events that respected both residents and tourists.

What impact has the adoption of technologies like Wine Suite had on your business?

The implementation of technological solutions has greatly simplified the management of **bookings** and **customer experiences**, allowing us to save valuable time and improve operational efficiency. This has helped us focus more on hospitality and less on administrative tasks.

How are roles distributed among family members in the company?

The advantage of being five is that each of us has our own strengths and takes care of different branches of the **business**. Two of our brothers are dedicated to **agriculture** and **production** in the **winery** with an **oenologist** who supports and works with us. My sister and I have always taken care of the **marketing** and **communication** aspect, everything behind the **wine tourism**. Finally, the fifth brother is an **oenologist** and **sommelier** and handles **commercial development** in Italy and Europe.

Have you created any innovative solutions for your Wine Bar within the company?

Yes, we have designed a **tasting package** that allows visitors to enjoy a flexible experience, savoring our **wines** and local products in a relaxed environment. This has proven to be very popular, especially during the aperitif.

What is the frequency of visits and how do you manage seasonal variations?

The number of visits varies greatly depending on the season. On high season weekends, we receive between 100 and 150 bookings, while in the mid-season months we welcome between 20 and 50 customers.

Finally, in the quieter months, we work to offer alternative activities to attract visitors. Last year we joined the **Bagna Cuda Day** and, through a collaboration with a **restaurant** that provided the **catering**, we hosted three evenings filling our **tasting room**.

Is the company also open on holidays such as Easter and Ferragosto?

Yes, we are usually open every day, except for a few days a year (New Year’s Eve, January 1st, Ferragosto, Easter Monday). However, after receiving numerous requests, we decided to open also during the main holidays, including Ferragosto and Easter Monday.

The experience of Cinque Quinti demonstrates that with a clear vision, adaptability, and solid teamwork, it is possible to transform a traditional **company** into a successful **wine tourism** destination. The story of Martina and her family inspires belief in the potential of the **territory** and the importance of **innovation**.