Silence is not golden: the communicative factor in wine

scritto da Enzo Velluto | 13 Giugno 2024



In the dynamic and crowded landscape of the wine industry, **communication** stands as an indispensable pillar, often neglected by too many companies, both in Italy and abroad. The belief that a **brand** can emerge, attract new consumers, and retain them without a substantial investment in communication is not only outdated but risky. This issue was brilliantly illustrated by Kathleen Willcox in a recent article for Wine Industry Advisor, where she highlights how communication is essential to connect with the consumer and pave the way to commercial success.

And this is even more true in a very complex market phase for wine and in the presence of increasingly fierce competition.

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In an era where consumer preferences evolve rapidly and digitalization has transformed the way people discover and purchase products, falling behind is not an option. Willcox emphasizes the importance of implementing robust communication programs, which include collaborating with media and opinion leaders, synergy with similar wineries, and above all, an effective digital strategy.

Winery and communication: a crucial connection

Another often overlooked aspect is the effectiveness of direct sales in the winery. Many hospitality managers manage to organize memorable visits but fail to convert these experiences into actual sales. It's not enough to attract wine tourists with excellent tastings; it is crucial to capitalize on these occasions.

This gap in communication and direct marketing can be fatal, with wineries missing the opportunity to transform a casual visitor into a loyal and long-term customer.

The presence of a well-organized wine shop and the ability to explicitly communicate purchasing opportunities are essential. Wineries need to be equipped not only to impress but also to persuade and sell. Without these elements, the potential for direct earnings is inevitably compromised.

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Willcox concludes with a call to action for wineries, underscoring the importance of telling their own story

authentically and deeply understanding their audience. Investment in communication is not just an expense but an essential survival and growth strategy in the global wine market.In summary, the message is clear: in the world of wine, those who do not communicate, do not sell. Wineries that ignore this fundamental principle risk remaining in the shadows, surpassed by those that have embraced communication as a strategic tool not only to survive but to thrive. The words of Kathleen Willcox are a valuable warning and an invitation to action for the entire wine industry.