

Dear producers: why so many wineries take offense at a piece of advice

scritto da Lavinia Furlani | 22 Gennaio 2026



A few days ago, under one of my LinkedIn posts where I shared some common mistakes to avoid in wine tourism, an enologist wrote to me: “I see you are young, and you have a long way to go before giving lessons to wineries and companies that try to move forward every day with all the mess there is.” While I take the “you are young” as a compliment, I would like to take this opportunity to make a broader reflection. **An external perspective often offers that perspective that from the inside is easily lost.**

We are well aware of the difficulties that wineries face every single day. We live them indirectly through years of visiting hundreds of companies and speaking with owners, enologists,

hospitality managers, and export managers. They are the ones who tell us with transparency what works and what does not, where they struggle, and where they can instead improve. **It is precisely from this continuous listening that our analyses, our articles, and our proposals are born.**

When we write or talk about wine tourism, also through Wine Tourism Hub, our project dedicated to making wine tourism an economic engine for companies, we do not do it as “professors” or detached consultants. We do it as privileged observers who have the opportunity to see many different realities, in different territories, with different approaches. **This broader vision allows us to identify virtuous models, recurring errors, and strategies that actually work.**

For this reason, when we share advice or practical examples, our goal is not to criticize, but to help companies not to repeat the same errors that others have already faced. We do it not to judge, but to save time, energy, and resources. And we see the results: many wineries write to us after an article or a course to tell us that, by applying even just one suggestion, they saw an improvement. **Our goal is not to criticize, but to help companies avoid repeating the same errors.**

The crucial point is to stop seeing suggestions as an attack or a “lesson from above.” A piece of advice is not an accusation: it is an opportunity for dialogue and comparison. There is nothing offensive in saying “it can be done better.” This is how companies grow, and this is how an entire sector grows. And then, let’s be clear: making mistakes is a thousand times better than not trying at all. **A piece of advice is not an accusation: it is an opportunity for confrontation and growth.**

We will never criticize a winery that experiments, that invests, and that opens its doors to visitors even without having everything perfect. What we want to stimulate instead

is the desire to question oneself, to accept that every piece of advice, even if unsolicited, can be a useful piece in the path of growth. **We will never criticize a winery that experiments, invests, or opens its doors to visitors without being perfect.**

Wine tourism, like everything in the world of wine, is in a phase of profound transformation. No one has the truth in their pocket, but those who observe with curiosity, listen, and share best practices contribute to making the entire system more solid and aware. That is why we will continue to give suggestions, even if they may sometimes seem “uncomfortable.” **Those who close themselves off in their own certainties stay still, while those who accept dialogue grow.**

Key points

- 1. Advice should be viewed as a strategic entrepreneurial opportunity** rather than a personal attack or criticism.
- 2. External observers provide a privileged perspective** that identifies recurring errors and successful strategies in the industry.
- 3. Implementing small suggestions can significantly increase profitability** and efficiency in winery visitor management.