What we will drink tomorrow: Sicilian wine between low alcohol, organic and new consumers

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The Sicilian wine market navigates global transformations by focusing on structural sustainability, low-alcohol options, and territorial authenticity. Cantine Birgi responds to these shifts by leveraging organic certifications and preserving varietal identity, rejecting extreme dealcoholization. Ultimately, their authentic cooperative history provides an irreplicable competitive advantage to attract today's curious and conscious global consumers.

Discussing trends in the wine market is a slippery exercise, as every year brings new buzzwords, new growing segments, and

new emerging countries to monitor. **Instead of chasing every single fad, serious wine producers need to understand which structural transformations in consumption are real and lasting**, differentiating them from bubbles destined to burst.

Among the most solid trends of recent years is the growth of organic and sustainable wines, emerging as a mainstream segment driven by mid-range consumers who demand transparency and environmental responsibility. For Sicily, and for Cantine Birgi in particular, this trend requires no traumatic conversions. **The territory is already structurally oriented in that direction, demonstrated by the organic certification of almost half of the Sicilian vineyard area.**

Then there is the issue of reduced alcohol wines, driven by the Northern European market, Canada, and young consumers looking for a lifestyle where people drink less but better. **Sicily, with hot summers that favor high alcohol levels, must deal with this trend by adopting a pragmatic approach in the vineyard and cellar.** This allows Cantine Birgi to obtain quality low-alcohol versions without sacrificing varietal identity, firmly excluding completely dealcoholized wines, which are technologically invasive and climatically inappropriate for an area like the Stagnone.

The third structural change concerns the consumer profile, where the traditional wine lover is stable while curious consumers are growing globally. These people want to understand what they drink, seeking authentic stories and trusting authenticity over glossy communication. **For these consumers, a wine coming from a specific territory, produced by a cooperative with a thousand members rooted in that land for generations, is exactly the type of product they seek.**

This is no coincidence, representing the natural arrival point of everything Cantine Birgi has been doing for sixty years. They cultivate a territory with care, transform its fruits with respect, and tell the result with honesty. **In an**

increasingly crowded market of wines without history, this authentic approach represents the most difficult competitive advantage to replicate.









Key points

1. **Organic structural sustainability**: Sicily boasts massive certified organic vineyard areas, naturally meeting mainstream consumer demands.
2. **Pragmatic low alcohol**: dedicated work in vineyards and cellars reduces alcohol content while fully preserving varietal identity.
3. **Curious new consumers**: the current global market rewards authentic stories and completely verifiable production methods.
4. **Unique competitive advantage**: a deeply rooted cooperative history provides an irreplicable value in a highly crowded market.