

Let's stop "teaching" wine and start tailoring it to the visitor

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Italian wine tourism too often relies on monologue, with producers explaining what guests should taste. Drawing on Scottish distilleries, the author shows how interactive discovery, direct cask extraction and personalized bottles turn visitors into protagonists, raising perceived value and revenue. These are business models, and wineries need a precise method to adapt them to Italian budgets, spaces and laws.

If there is one historical limit in Italian wine tourism that I run up against every day, it is our stubborn tendency toward monologue. We welcome the tourist, sit them down and, with great pride, explain in minute detail what they should sense

in the glass, imposing our technical vision from above. We strip the guest of their curiosity. **But what would happen if, instead of “teaching” wine, we started letting the guest discover their own taste, entertaining them and making them the absolute protagonist?**

Guiding discovery, not imposing taste

In my recent trip to the Scottish distilleries, I saw the concept of personalization applied at levels that in the Italian wine world still seem like science fiction. **In an extraordinary visitor experience in Edinburgh, the guest never endures a frontal lecture.** Through an interactive path that stimulates the senses and gathers their preferences in a playful way, the system itself accompanies them toward discovering their ideal aromatic profile.

Nobody tells them “this is the best product”, they come to understand it themselves, having fun. When the moment of the tasting arrives, they find in front of them a glass that they feel is intimately their own. I then witnessed a ritual of devastating commercial and emotional power: extraction directly from the cask.

The visitor draws the product with their own hands, fills the bottle, corks it, labels it and signs it. **That bottle will never be found in any supermarket or wine shop in the world.** It is literally unique. And I assure you that its perceived value, in the customer's mind, far exceeds its real commercial value.

The bottle as a relational object

Finally, there is the issue, culpably neglected here, of premium gifting. Abroad I have seen simple bottles transformed into true relational objects, thanks to instant personalizations, dedicated engravings and made-to-measure gift boxes. **The bottle stops being just a drink and becomes a**

vehicle of emotions and memories, immediately doubling its own value on the shelf.

These are not mere travel anecdotes. They are true business models, extremely powerful psychological levers that move wine tourism from the logic of the “entrance ticket” to that of building lasting revenue and margins. Italian wine already has the raw material, the history and even the technical tools to do all this.

But knowing these concepts is not enough, the real stumbling block is understanding how to translate them into reality, with our budgets, our spaces and our legislation, without falling into the banal or aping foreign models. It is a transformation that requires a precise method, not improvisation.

This is exactly why, in our training courses dedicated to Hospitality and Direct to Consumer, we get into the heart of these dynamics. We analyze case studies, provide practical tools and work side by side with wineries to understand exactly how to adapt and apply these winning models in Italy, finally turning hospitality into a high-profitability strategic asset.

Key points

- 1. Interactive discovery lets guests find their own aromatic profile instead of receiving a lecture.**
- 2. Premium gifting with engravings and custom boxes can double a bottle's shelf value.**
- 3. Personalization shifts wine tourism from entrance tickets to lasting revenue and margins.**
- 4. A precise method adapts these models to Italian budgets, spaces and laws.**

