

Vinitaly and an increasingly predictable Italian wine industry

scritto da Fabio Piccoli | 10 Aprile 2025



Vinitaly 2025 showcased both the strengths and stagnations of Italian wine. While predictability dominated many events and conversations, a courageous minority is pushing for innovation. This editorial reflects on the sector's reluctance to evolve and urges a generational shift to unlock untapped potential and reconnect with today's market and society.

Vinitaly 2025 ends with mixed signals: **on one side, the predictability of the Italian wine system; on the other, the courage of those attempting change.** This editorial, based on firsthand insights, explores reflections and hopes for a sector full of potential yet threatened by inertia.

Vinitaly 2025 just wrapped up, but in many ways, I could have written this commentary before the event even started. **And not because I'm clairvoyant, but simply because we in the wine world (myself included) have become too predictable.**

Let's be honest: raise your hand, at least among us veterans of Italian wine (and we're many, given the sector's aging), if you don't already know what will be said at a wine conference, company presentation, or masterclass. **We often attend knowing in advance exactly what we'll hear.**

Running from one pavilion to another at Vinitaly, more than a few producers and wine managers told me about boring dinners discussing wine in the usual tone, and conferences with no new insights. **But what struck me most was the comment from one of Italy's most renowned producers, known for building one of the country's most visionary appellation projects.**

"Fabio, I'm about to retire," he said. "What saddens me most is not having been able to resist the flattening of Italian wine. **If the next generation lacks the courage to break the rigid schemes we created, they'll struggle to seize the many opportunities still available.**"

This wasn't the lament of a disappointed "old winemaker" but the **clear-eyed analysis of someone aware that sticking to lazy, conventional choices made by the wrong, underqualified people puts Italian wine's future at risk.**

It's not just about age, though age plays a role. In the past, Vinitaly seemed to show a wave of young energy, **but this year, that wave appeared to have stopped.**

Some young producers quietly admitted they've realized there's little room for their voices. **And some of them, swallowed by the system, become "old" long before their time.**

Yet, despite everything, the health of Italian wine at Vinitaly seems reasonably solid. **Just imagine how much more**

potential could be unlocked.

From the many interviews we conducted during the 57th edition of Vinitaly, **the picture that emerged is much less grim than often portrayed.**

Even the buyers—especially the American ones—didn't describe a dramatic situation. **They're cautious but also ready to adopt new strategies.**

Uncertainty on several fronts makes things harder, but this revolutionary phase is pushing some to step out of their comfort zone. **Several entrepreneurs and managers told me: "This situation is finally pushing us to rethink our strategies and expand our vision."**

I don't have data on how many of these "brave" individuals exist in Italian wine, but **Wine Meridian promises to tell and amplify their stories and fresh perspectives.**

A final note on Vinitaly: I hope my comments aren't taken as criticism of VeronaFiere's organization. **Their effort is beyond question, and the results from this edition confirm it, despite a tough market.**

But because Vinitaly so closely represents the essence of Italian wine, **it inevitably also exposes its limitations.**

I hope Vinitaly will also dare more and become less predictable—for the good of Italian wine.

Key points

- **Vinitaly 2025 highlighted the sector's predictability and resistance to change.**
- **Young producers feel excluded or prematurely aged by the**

system.

- **Some industry leaders are rethinking their strategies** under pressure.
- **The sector risks missing opportunities** if it avoids bold decisions.
- **Vinitaly reflects both the strengths and the limits of Italian wine.**