

Wine and innovation: moving beyond tradition to thrive in the modern market

scritto da Enzo Velluto | 13 Giugno 2024



In an enlightening [article](#) by Robert Joseph, one of the most respected commentators in the **wine world**, published in Meininger's International, the extraordinary success of the Aperol Spritz is analyzed as an indispensable case study for the **wine industry**.

The brand, with its vibrant **orange hue** and captivating presence on **social media**, has completely transformed the perception and consumption of a traditionally Italian bitter, presenting itself as a global phenomenon.

Aperol's renovation has borne remarkable **fruits**. Acquired by the Campari Group in 2003, Aperol was a brand generating less

than 50 million euros in revenue, with distribution rarely extending beyond the Veneto borders. Two decades later, the group's sales have surged to nearly 3 billion euros, with Aperol now contributing nearly a quarter of this figure.

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The annual increase in global demand for Aperol is 24%, a growth that attests to the effectiveness of a well-calibrated **marketing strategy** and appealing rebranding. This development has seen Aperol surpass historically stronger brands within its group, selling twelve times the number of bottles compared to when it was acquired.

These figures not only demonstrate the extraordinary commercial success but also represent a useful example for the **wine industry**. If a bitter brand can reinvent itself so radically and successfully, why shouldn't a traditional wine be able to do the same?

The **wine world**, rich in traditions and history, often finds itself wrapped in the safety of its age-old habits. However, Aperol's story shows us that even the most tradition-rooted products can and must innovate to remain relevant in a rapidly evolving market.

It's no secret that **wine consumption** is changing; young and modern consumers seek experiences that can be visually shared on social media and stand out not only for taste but also for aesthetics.

For wine, this could mean exploring new **packaging methods**, developing bolder **labels**, or even experimenting with infusions and blends that could attract a broader audience.

We're not suggesting that every wine should follow Aperol's model to secure its place in the future of alcohol consumption, but rather that the **wine industry** should observe

and learn from these successes.

It's vital to recognize the importance of **innovation** and adaptation. In a world where tastes and preferences evolve rapidly, clinging to traditional methods without exploring new avenues can represent not just a commercial risk, but also a cultural one.

In conclusion, the message is clear: the **wine industry** must take a cue from Aperol's transformation and seriously consider innovation as an integral part of its growth strategy. Only through adaptation and innovation can wine continue to be a favored choice in the glasses of consumers around the world.