The 3 words you must eliminate when talking about your wine

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At Wine Meridian, after years of traveling across the **Bel Paese**, we've visited hundreds upon hundreds of wineries. With our growing dedication, the wine tourism sector has almost become a **divine mission**. Sometimes the owners and Hospitality Managers knew who we were, other times they mistook us for regular wine tourists (small spoiler: we're not, so watch out when we visit your winery!).

But what we've noticed, from North to South, is that there's a repertoire of words that seems copied and pasted from a secret manual titled "How to Bore Anyone with the Story of Wine." In short, certain words are just **tired**, and now, the moment we hear them, our attention drops like a glass of red wine in

front of a beautiful Fiorentina steak.

So, here are the words you should consider eliminating (or at least use sparingly):

1. **Tradition**: Okay, we get it, your company has deep roots and your wines are tied to history. But this applies to the vast majority of Italian wineries, which, like you, are using this word to express the same exact concept. Why don’t you instead tell us what it really means for you to stay true to this history? Do you have a particularly interesting family story? A little-known anecdote? Come on, make us dream!
2. **Innovation**: Yes, okay, you’ve found a way to bring innovation while keeping your roots strong. A statement that doesn’t surprise us at all, considering how often wineries claim to introduce something new in their products. Instead, tell us about the concrete improvements, the cutting-edge technologies you’re using. Show us something original and don’t just say “innovation” as if it’s a revolutionary word.
3. **Passion**: It’s wonderful to know that you put passion into what you do! But, fortunately, today the vast majority of Italian companies in the sector do the same. Indeed, the world of wine still holds great allure, and many professionals work with love. Instead of repeating this word until it loses its meaning, tell us what goals make you jump out of bed with joy in the morning. What is it about your job that still makes your eyes light up today?

We hope these tips, shared with a touch of irony, make you reflect on wine communication. **Storytelling** is a powerful tool that can elevate your brand above the competition, but only if

used in a fresh and authentic way. It’s no longer enough to rely on clichés and overused phrases: today’s consumer seeks **authenticity**, stories that resonate, and that can convey the soul of your winery.