Among the quality wines Italy is unquestionably number 1

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Where are Italian wines positioned in your market?
Among the quality wines Italy is unquestionably number 1. We have the wines from Aosta to Pantelleria. People drink Italian wines going for pizza and when they celebrate really important occasions. They buy cheap IGT stuff in discount shops and top brunellos, barolos and amarones in wine boutiques. So really strong.

Which Italian wines sell best in your market and why?
I believe the cheap Italian wines sell best in Poland. Because are cheap. If we talk about the regions, probably Tuscany and Veneto are the best selling regions. Sicily is growing. Piemonte is more for real wine-lovers but among them has very privilege position. As thousands of Poles ski every year in Dolomites, wines from Alto Adige and Trentino are quite welcome. There's groing interest in Friuli-Venezia Giulia, but

mostly among the wine-lovers.

How do you view the Marche region in terms of market potential – wine, food and tourism?

Since years Marche seems to me one of the hidden treasures of Italy. Positioned between the mountains and see, with a gorgeous number of natural and cultural monuments, easy accessible has a great touristic potential. Food is a marvelous combination of what sea, agriculture and nature can give you and wines? In relatively small region man has a choice of number of local varieties, styles, small boutique wineries and bigger but good quality cooperatives and private producers. All together it looks pretty good.

What is your perception of the potential of Marche's wines in your market and in international markets? Please mention potential of white varieties and the red varieties:

To be honest, most of the people in my country have no idea where the Marche is. But they are pretty familiar with the names like Loreto, Urbino, Ancona or Jesi; Pergolesi and Rafael, and on the other hand verdicchio and montepulciano as well.

Several years ago there was a bunch of brave people who felt in love with Marche wines and we had couple of great wines from the region on our market including Oasi degli Angeli, Umani Ronchi or Le Terazze and few others. Today Marche is seen rather as a source of cheaper but good quality wines. I don?t have the precise numbers but would risk and say that we have more mointepulciano than verdicchio.

But perspectives are nice for both. Poland has a warm heart for Italian wines, maybe more for reds than whites so all the robust Rosso Conero, Rosso Piceno and IGT Marche based on montepulciano and sangiovese will win. On the other hand verdicchio is a brand on its own even in my country and certainly there?s a space for that. Some small successes have passerina and pecorino as well.

Where are Marche wines positioned in your market?

As I mentioned before, wine importers are looking rather for cheaper wines in Marche but we have some good ratio price-qualitz bottles from the region on the shelves of Polish shops.

How do you think the Marche producers can improve their performance in your market? What do you suggest?
I believe there is no strong identification of Marche products with Marche name. Opposite – you can sell much weaker product in Poland from Tuscany only because it comes from Tuscany. As long as name “Marche” would tells people nothing there will be difficult to sell anything under this brand.
Many other regions from Italy organize tastings, seminars for professionals and wine public – not just one, but regular. It’s simple – who promotes, wins.

What do yo think of the quality:price ratio of the Marche’s wines?
It’s great. During our trip we had a large number of wines which with more recognizable brand would cost at least twice.

What did you personally appreciate most in your tour of the Marche and what would you advise to your readers?
I believe Marche is a great combination of everything. You can spend a day on the beach but next day explore the cave or make the mountain-bike tour or visit some pretty old towns. Plus you can eat and drink great and don’t ruin yourself having a top quality products on your plate and in your glass.

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