Get closer to the final consumer: they are the key

scritto da Lavinia Furlani | 12 Marzo 2014



How do you view the potential of Italian wine in your country

in terms of market potential?

Working from a few years now in Norway, I see that Italian wine conquer more and more Scandinavia, they run the red wine market up here.
When I arrived few years back it was Spanish red wines were leading the market here in Norway. Norway is for sure a really complicate market to get in, very conservative and its a monopoly. I think the best importers do a good job, and make a very wise selection of the wines.
Today I would say that Piedmont, Veneto and Tuscany are driving most of the sales. A lot of Barolo drinkers, Barbaresco staying a bit behind and sometimes forgotten, Valpolicella Classico and Ripasso definitely fits the Norwegian palate and wallet since very good value for money, Amarone is doing well also but often consumed to young, for Chianti and Brunello also doing well and often pleasing the Norwegian wine connoisseurs. Sicily and Puglia are rising slowly.
Not like in France, where Im from where I think it is hard to find Italian wines and even good ones. Unless you are in a big city you wont find much.
Most of people go to supermarkets there to buy wine, and often the selection is not at its best, and often no one to help you choose. I France most (not all) people buy French wine. The best way to get some Italian wine in France is often to get to a caviste or in restaurants.

How do you think Italian producers can improve their performance in your country? What do you suggest?
Definitely get closer to the final consumer. They are the key. Dont forget without any consumer (you know, the person at the end of the chain that will open the bottle, share it with its friends or family and drink it) you are nothing!
Work closely with the importers to make understand your wines. Be open minded, keep tradition and be modern.
Share with them, get closer, organize more tastings, educate

the consumers when doing tasting.
Dont forget that in Latin Europe we do have a wine culture implanted in our roots and values.
Here you dont have really vine fields all over! More beer culture is in Scandinavia.
Still not all the people see wine as a meal component, for some people it still an alcoholic beverage.
Make good wine, quality in the bottle above all!
A lot of things still need to be done among white Italians that are in minor part compared to the Italian reds. Promote more the whites!

What do you think of the quality/price ratio of Italian wines?
Norway as said before is a tough market, hard on pricing and high taxes.
Once again the taxes raised this year.
A big part of the market is driven by bulk wine, a high part of sales at the monopoly shops are BiB.
Many people want low price for much quantity, which for a good quality product cannot really happen. The competition is on all the time, few Kroners less on the shelves might make a big difference.
Those days Valpolicella Classico and Ripasso are having much success due to their prices for quality.
Premium level wines have good value for money also, but will often be set in front of the scene mostly in the restaurants.
Many small appellations and sub regions still needs to show of.

What qualities do you personally appreciate most in Italian wines?
Diversity and terroir are keys to me, I look for diversity, quality and richness.
So many wines, so many appellations, so few promoted.
I look for wines that I connect to, that bring me emotions, lasts in dates were in West Sicily, with Marco De Bartoli, Antonino Barraco, Marilena Barbera, DonnaFugata, Planeta

Producers, be more focused on putting more efforts on promotions.
And get fully rich website, use more social medias and collaborate with people, getting closer to consumer.
Its not because you make wine that you will sell it easily!

What is your advice to Italian producers looking to enter your market?
First quality, second price, then be original, and also a good packaging Monopoly and importers rule. Check tenders and compete.

Please write a short paragraph on your experience in the wine sector and your current position
Originally from French South West, born in good food, lovely wines, and French paradox. At early age I already dreamed of good food.
For my scholar path, I went to hotel & restaurant school and trained as chef.
Along the years with job opportunities and the thirst to learn more, I was driven to step out of the kitchen and be more in the restaurant working side.
Evolving in different settings through years from traditional to high profiled restaurants all over Europe.
I have been working in Norway for a few years now as head sommelier, cellar manager, and today looking for new and fresh opportunities in wine.
Certified Sommelier at the Norwegian Culinary Academy, I also took a specialized certification as Certified Sake Sommelier.
Passion driven, I define myself as Wine Converter, #winelover and food lover. I'm a content creator, blogging on VinDeling.com, activist around wine, food and travel on the social media platforms, judging wine at international wine challenges, columnist sharing publications on others blogs, websites and magazines.

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