Experience emotions to discover the wine

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Tastings, analysis of tannins, extract and acidity: but, what does it really mean to love and to know the wine? And, most of all…what is the role of a winery towards the wine lovers nowadays?

Certainly, technical tastings help us to understand what is behind a wine and the features of the product itself but sometimes, they are unable to transmit the winemaker’s love and passion.
Wine is a living product whose story starts directly from nature and it reflects the sensibility and personality of people that produced it. The life of a vineyard has to be explained through its perfumes and all its shades and through all the production phases as well.

According to the Dal Maso family, a **winery has the responsability to communicate the productive philosophy and must become the spokesman for the territory where the wine is produced**: “Sometimes the technical tasting isn’t enough to describe a wine, we have to involve the wine lovers and make them feel as an integral part of the process and make them take part to some of the production stages”. This is how Silvia Dal Maso, one of the owners of the winery, expresses her opinion about the wine tourism. “Creating events that allow the public to share feelings and to exchange ideas and opinions about what they are drinking, this is the key: that is what the wine actually is, sharing emotions.”

Wine tourism in the production areas of the Dal Maso family (Berici Hills, Gambellara and Lessini) has extremely increased in the last few years. Opening the doors of the winery to the italian and foreign public is the key to communicate what is unique in those territories.

At the Dal Maso winery, welcoming the wine lovers is not left to chance and Silvia Dal Maso believes that some aspects should not be neglected: “wine tourism increases more and more in Italy, that is the reason why this new type of tourism is considered as a big economic resource for a winery and a territory itself. There are wine lovers coming from all over the world, so it is strictly necessary to welcome them with qualified staff, well prepaired into the marketing and communication areas and able to speak foreign languages. We really care about the training of all our staff members that can speak the major European languages such as English, French, German and Spanish.”

Wine toursim does not mean just visiting a winery, tastings and events but it is also a digital experience.
It is not long time since Dal Maso is on the social media but the data of the last years already show how important it is to “introduce” yourself on the web and then let the tourists live the emotions when they will step into the winery.

“Facebook and instagram are as important as speaking English (or other languages) in welcoming a foreign guest. Living the wine involves as well the net because through it, we can tell people what happens in the winery every single day” Silvia Dal Maso closes.