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Italian Wine Producers Seek a Tax Credit for Restaurants That List Local DOP Wines

Backers say the incentive would lift weak consumption, give regional appellations more menu space and help smaller producers reach diners

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Italian wine producers are pushing for a tax credit for restaurants that list local DOP wines, arguing that the measure could help revive weak consumption and strengthen the link between food service and regional wine identity.

The proposal emerged from the national convention of Donne del Vino, the Italian association of women in wine, which called for what it described as a pact with the restaurant sector at a time when wine sales are under pressure. The idea is to grant an incentive to restaurants that include protected designation of origin wines from their own territory on their wine lists.

Supporters say the measure would aim at quality consumption rather than volume, using the Horeca channel to reconnect diners with wines tied to place. In practice, it would encourage restaurants to give more space to local appellations and could improve visibility for DOP labels that compete both with lower-priced alternatives and with products marketed abroad through Italian-sounding branding.

The proposal comes as Italy’s wine sector faces a broader slowdown in domestic consumption. Producers and trade groups have been looking for ways to support demand without relying only on retail promotions or export growth. By focusing on restaurant wine lists, the plan targets one of the main channels where consumers encounter premium and regional wines in a curated setting.

For the beverage industry, the measure could matter beyond symbolism. If adopted, it could increase the presence of DOP wines on menus, reinforce territorial positioning and potentially support pricing and demand for quality wines in restaurants. It could also give smaller producers a better chance of reaching consumers through local dining rooms, where wine choices often shape perceptions of a region’s food and drink culture.

Backers also frame the proposal as part of a wider defense of authentic Italian production. Linking tax relief to wines from the surrounding territory would reward traceable origin and may help counter confusion created by products that evoke Italy without meeting its production standards.

No details were immediately available on the size of the proposed tax credit, how eligibility would be defined or whether the measure has support from the Italian government. But the initiative adds to a growing debate in Italy over how public policy can support wine consumption in ways that favor denomination wines, local supply chains and restaurant operators facing tight margins.