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Italy assigns €28.5 million to 15 wine promotion projects targeting non-EU markets

Approved plans total €64.9 million, with Zonin and Istituto Grandi Marchi each slated for €3.98 million pending AGEA checks.

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Italy’s Agriculture Ministry has issued the provisional national ranking for the 2026/2027 round of OCM Promotion, assigning €28.5 million in public support to 15 wine promotion projects aimed at markets outside the European Union. The funded

projects carry total planned spending of €64.9 million, according to director’s decree No. 485635 dated Sept. 18.

The measure covers the national share of the OCM program, part of the European Union’s common market organization for wine. The money is intended to co-finance promotional activity in so-called third countries, meaning markets beyond the EU. The ministry’s decision is provisional and can still be subject to further checks by AGEA, Italy’s agricultural payments agency. The national allocation is separate from roughly €70 million handled by Italy’s regions under the same framework.

The funding arrives at a time when Italian wine producers are placing strong weight on export markets and facing higher costs to keep a commercial presence abroad. The timing is also important for companies because the national ranking process has moved faster in recent years than it did in the past, giving applicants earlier visibility for the new campaign year.

The largest grant went to Zonin, which obtained €3.98 million for a project worth €9.9 million, the biggest overall budget among the approved plans. Istituto Grandi Marchi received the same amount, €3.98 million, for a €7.9 million project. The consortium brings together 18 major Italian wine producers and reported €660 million in revenue in 2024, with 55% coming from exports.

Nosio, the commercial arm of the Mezzacorona group, was awarded €3.9 million for a project valued at €9.7 million. Gruppo Italiano Vini, Italy’s largest wine business by revenue, was approved for €2.49 million on a €6.2 million program. Fantini Wines secured €2.2 million for a €5.5 million project, and the Prosecco DOC consortium was assigned €2.16 million for a promotion plan worth €4.3 million.

Herita Marzotto Wine Estates was listed for €2.13 million on a €5.3 million project. The Frescobaldi group received €2.07 million for a plan valued at €4.1 million. The Tuscany & Co consortium was granted €1.7 million for a €3.8 million program, while Italian Wine Brands obtained €1.49 million for a project worth €2.9 million. The Italian Essence consortium was approved for €1.3 million against total planned spending of €2.69 million.

Among the smaller awards, the Magellano consortium received €827,452 for a €1.65 million project. Be Wines was assigned €426,783 for a program valued at €855,673. Vigneto Italia obtained €420,877 for a €847,092 project, and Federdoc was awarded €249,281 for a promotion plan worth €508,737.

The OCM Promotion scheme is one of the main tools used by Italian wine producers and industry groups to support brand visibility and sales efforts in non-EU markets. With the provisional ranking now published, the approved applicants move to the next administrative stage while AGEA carries out any further verification needed before the grants are formally confirmed.