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Italy Opens Wine Tourism Aid Program Under E.U. Farm Policy

Consortia, producer groups and trade bodies can seek support for local events and visits, with annual applications due by Oct. 30.

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Italy’s agriculture minister, Francesco Lollobrigida, said Thursday he has signed a decree aimed at promoting wine tourism across the country, opening a new national support measure tied to the European Union’s Common Agricultural Policy.

According to the ministry, the decree puts into effect in Italy the reform of the wine sector intervention under the CAP, known as the “wine package.” The measure is intended to support initiatives that increase public awareness of vineyards and strengthen their reputation by promoting wine tourism and linking the quality of Italian wines to the appeal of the regions where they are produced.

The beneficiaries named in the measure are wine protection consortia, producer organizations and interprofessional organizations. Those groups will be able to seek support for local promotional activities, including events, meetings, visits and other initiatives designed to showcase wine production in the places where it originates.

The decree is part of Italy’s broader use of CAP tools for the wine sector. The ministry said the new measure is meant to strengthen existing instruments by adding specific support for activities that bring visitors to wine-producing areas and present wine as part of a wider local offer that includes landscape, culture, hospitality and regional traditions.

In a statement released by the ministry, Lollobrigida said the decree represents another step to reinforce the reputation of Italian wine and support growth in local territories. He said backing wine tourism helps enhance quality production while also creating development opportunities tied to the wider identity of wine regions from north to south. He also said the measure reflects work carried out by Italy at the European level to improve the competitiveness of the sector.

Applications for aid under the program will have to be filed by Oct. 30 each year, under procedures to be defined by AGEA, Italy’s agricultural payments agency, in coordination with regional authorities. For the 2026-2027 program year, the deadline has been set later, on Dec. 15, 2026.

The ministry did not announce financial details in the statement released Thursday, but it made clear that the program is structured around promotion on the ground, with support directed at organizations that represent wine producers and appellations. The focus is not on individual wineries applying on their own, but on collective bodies that can organize public-facing activities and campaigns in wine territories.

The decree comes as Italy continues to use European agricultural policy tools to support one of its best-known food and drink sectors. By tying promotion to in-person visits and local events, the measure is designed to encourage consumers and tourists to experience production areas directly, rather than limiting promotion to advertising or sales efforts alone. The operational rules for submitting requests will now depend on the framework AGEA sets with the regions ahead of the first application window.