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Italy Sets Rules for EU Wine Investment Aid Through 2027

The decree gives producers national procedures to seek support for greener technology, equipment and other modernization projects.

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Italy has adopted new national rules to apply European Union support for investment in the wine sector in 2026 and 2027, setting the framework for financial aid tied to sustainability, modernization, and innovation.

The measure was published on Sept. 30 in the Italian Official Gazette and was issued by MASAF, Italy's Ministry of Agriculture, Food Sovereignty and Forests. The decree implements Article 58(1)(m) of EU Regulation 2021/2115 and governs how Italy will apply the intervention for investments in tangible and intangible fixed assets in the wine sector over the next two years.

According to the text, the support is aimed at investments designed to improve environmental sustainability, encourage technological innovation, protect quality, and strengthen the value of Italian wine products. The decree also says the financial contributions can be used to back projects that modernize production facilities, introduce technologies with lower environmental impact, and improve the sector's competitiveness, within the limits of EU rules.

The new rules give producers and other eligible operators a clearer legal and administrative framework for accessing this part of the Common Agricultural Policy. The decree sets out the eligibility criteria, the way applications must be filed, the selection procedures, and the rules for disbursing and checking the aid. That means businesses seeking support for winery upgrades, production systems, or other qualifying assets now have the national procedures needed to prepare applications for the 2026 and 2027 campaigns.

The intervention covers both material and immaterial investments. In practice, that points to support not only for physical improvements such as equipment and facilities, but also for non-physical assets linked to business modernization. The source text does not list every type of eligible spending in the summary published in the Official Gazette, but it makes clear that the measure is meant to support a broader transition in the wine industry, combining production efficiency with environmental goals and product quality.

The decree arrives as wine producers across Europe face pressure to reduce environmental impact, improve energy and resource use, and respond to changing market conditions. In Italy, where the wine industry is a major agricultural and export sector, public support tied to investment decisions can affect how quickly companies move ahead with upgrades to cellars, processing lines, storage systems, and digital tools. For the beverage sector, and especially for wine producers, the measure is likely

to matter because it gives companies a basis for planning capital expenditures linked to sustainability and operational changes in 2026 and 2027.

The regulation is also significant because it translates an EU policy instrument into national operating rules. EU agricultural law provides the legal basis and the broad policy goals, but companies can access the money only once each member state defines how the aid will work domestically. With this decree, Italy has now done that for this part of the wine-sector intervention, giving regional administrations and applicants a formal reference point for the next two years.

The focus on sustainability is central in the wording of the decree. Italy says the support is directed at investments that can improve environmental performance, and it explicitly links the aid to the adoption of lower-impact technologies. That may include projects intended to reduce resource use or modernize production processes, although the detailed eligibility and implementation rules would determine exactly what can be financed in each call or application window.

The text also ties the measure to the protection of quality and the enhancement of Italian wine products. That is important in a market where producers compete not only on volume and price, but also on origin, quality standards, and the ability to position products more strongly in domestic and export channels. Investment aid under the CAP is often used to help businesses make those quality-related improvements while lowering the financial burden of large projects.

By defining application procedures, selection rules, payment methods, and controls, the decree also signals a compliance framework that applicants will need to follow closely. Businesses interested in the aid will have to match their projects to the national criteria and document spending in line with the program’s requirements. The control provisions are especially important because CAP-funded investment schemes usually require checks on eligibility, execution, and the final use of the supported assets.

The decree applies specifically to 2026 and 2027, giving the sector a limited but clear planning horizon. For companies deciding whether to invest in modernization or environmental upgrades, that timing matters. It allows wineries and other operators in the wine supply chain to assess whether projects can fit within the support window

established by the Italian government under the EU framework.