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Italy Reallocates €323.9 Million for Wine Support in the 2025/2026 Campaign

The decree redirects €19.9 million in savings toward export promotion, vineyard restructuring, investments, green harvesting and distillation.

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Italy’s Ministry of Agriculture, Food Sovereignty and Forests has reset the financial allocation for the 2025/2026 wine campaign, shifting funds across several support measures in a move that updates how public money will be spent in the sector during 2026.

The ministry did so through decree No. 520562, dated Sept. 30, which remodulates the financial endowment for the wine sector. According to the ministry, the revised allocation covers a total of €323.9 million and takes into account €19.9 million in savings that became available and were then reassigned.

The measure affects some of the main tools used to support Italy’s wine industry. The ministry’s reshuffle covers funding for promotion in foreign markets, vineyard restructuring, green harvesting, investments, and distillation. Those are core lines of support for producers and regional authorities, and changes in their funding can alter the timing and scale of projects that wineries and growers had been planning for the current campaign.

The decree is administrative in nature, but it matters because it sets the updated spending framework for the country’s wine support program late in the campaign year. In practice, that can influence how much money is available for export promotion, vineyard renewal, and other measures that producers use to manage production, improve competitiveness, or respond to market pressure.

The inclusion of distillation in the remodulation is also significant for the broader drinks business. Distillation measures can affect how surplus or lower-value wine is handled, while promotion and investment funds can shape decisions by wineries on branding, equipment, and market expansion. That means the revised allocation could have knock-on effects not only for grape growers and wine producers, but also for bottlers, exporters, and other companies linked to the beverage supply chain.

The ministry’s action comes at a time when wine producers across Europe continue to face pressure from changing demand, higher operating costs, and uneven export conditions. In that context, even technical reallocations of public funds are closely watched because they can change which measures are most accessible in the final stretch of a campaign year.

Italian regions also have a direct interest in the decree, since many of these programs are implemented locally. A shift in available resources can affect which applications move forward, how quickly approved projects are financed, and whether some measures see stronger use than others before the campaign closes.

For wine companies, the updated distribution of funds is likely to be relevant for immediate operating decisions. Support for foreign promotion can help shape commercial activity in non-EU markets, while restructuring and investment aid can affect vineyard and cellar planning. Green harvesting, which is used to manage supply

by removing unripe grape bunches before harvest, can also become more or less attractive depending on how much funding remains available after a remodulation.

The decree does not change the fact that the campaign remains centered on the same policy instruments, but it revises the amounts tied to them after the ministry reviewed available resources. That kind of adjustment is common in managed support programs, where savings in one line can be moved to another line with stronger demand or more urgent need.

With Italy remaining one of the world’s largest wine producers and exporters, the allocation of these funds is watched well beyond the farm sector. A change in support for promotion, restructuring, or distillation can influence business decisions across the wine market and, potentially, the wider beverages industry that depends on the health and direction of Italian wine production.