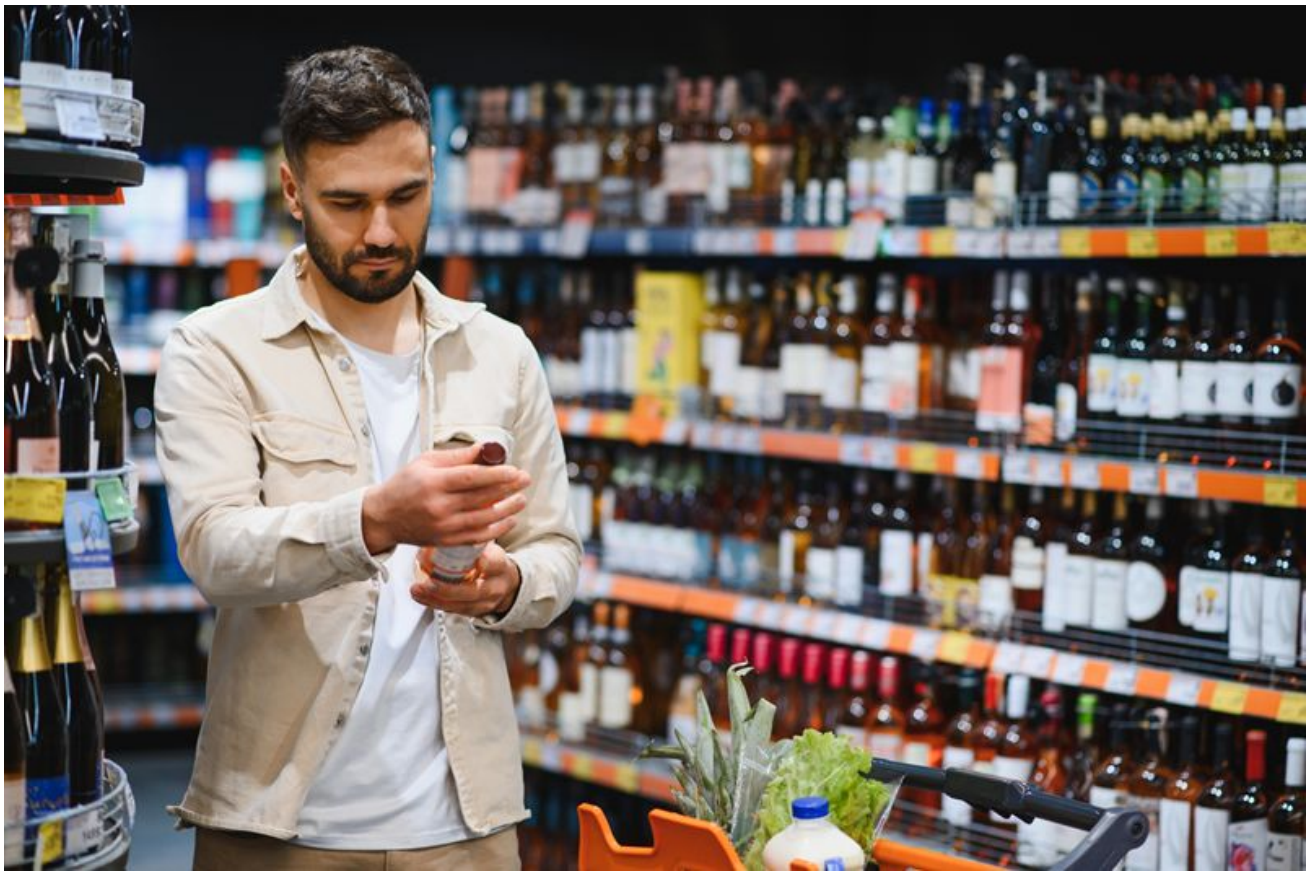
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A Major Italian Grocer Warns Wine Suppliers It May Reconsider Longstanding Ties in 2027

Winemag reported that the retailer cited months of falling wine sales in both volume and value before supplier talks.

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A major Italian grocery retailer has told wine suppliers that it plans to review its wine assortment and could reconsider long-standing commercial partnerships during its 2027 negotiations, citing continued weakness in sales, according to a report published

Tuesday by Winemag.

The retailer was not identified in the report, which said the communication was sent to wine industry operators and reviewed by the publication. Winemag described the company as one of the most important players in Italy’s large-scale retail market.

According to the report, the retailer said wine sales have been falling for months in both volume and value. It did not provide figures for the decline. It also did not say which producers, brands or products could be affected by the planned review.

The message, as described by Winemag, signaled that the group intends to make “strong decisions” on wine as it prepares for the 2027 negotiating cycle with suppliers. The publication said the retailer warned suppliers that significant efforts would be needed to protect the business and revive the category.

That stance points to a harder bargaining environment for wineries that depend on supermarkets for a meaningful share of their sales in Italy, one of the world’s most important wine markets. If large retailers reduce the number of labels they carry or press suppliers for tougher terms, producers could face more pressure on margins and more difficulty maintaining access to shelf space.

Winemag said the retailer’s note referred to a review of current assortments and to possible changes in supplier relationships. The report said the language suggested that some collaborations built over many years could be at risk, although no specific action has yet been publicly detailed.

The publication said the warning comes at a delicate moment for the Italian wine business. Sales have weakened, and retailers appear to be reassessing how much space wine should occupy in stores and which types of products sell well enough to keep their place on shelves.

Winemag also reported that signs of that broader reassessment are already visible at several retail chains in Italy. According to the publication, some producers have told it in recent months that certain wine listings have been cut, particularly for fuller-bodied red wines or other less popular styles. In some stores, Winemag said, shelf space

devoted to wine has been reduced. In other cases, wine aisles have been moved to areas with less customer traffic.

Those claims were attributed by the publication to producers and market observations, and the report did not include independent sales data or comments from the retailer itself beyond the contents of the communication it said it had seen.

Even without precise numbers, the message outlined by Winemag suggests that supermarkets are putting more responsibility on suppliers to help restore category performance. In practice, that can mean requests for lower prices, stronger promotions, different product mixes or faster turnover, although the report said the retailer did not specify what measures it would seek.

For beverage companies, the issue goes beyond a single negotiation round. In Italy, supermarkets remain a critical route to market for wine, especially for producers that do not rely mainly on restaurants, specialty stores or exports. Fewer listings can quickly reduce visibility for brands, while less favorable placement in stores can make it harder to sustain sales. Smaller and mid-sized wineries may be especially exposed if they have limited leverage with national retail chains.

The report also highlights a broader challenge for the category. If buyers increasingly see wine as a slower-moving segment than in past years, they may devote more space and attention to other products with stronger turnover. That would add to the pressure on producers at a time when many are already dealing with changing consumer habits and tighter competition for grocery spending.

Winemag said the retailer’s communication used the phrase “extreme remedies” to describe the approach it may take. The publication interpreted the note as a warning ahead of 2027 talks, with the possibility that suppliers unwilling or unable to meet the retailer’s position could face cuts to distribution or changes in their commercial relationship.

So far, the retailer has not publicly named the products or suppliers under review, and no timetable beyond the 2027 negotiation campaign was detailed in the report. That leaves producers facing uncertainty over which labels may remain in stores, which may lose space, and what conditions could be attached to staying on shelves.