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Italy’s independent winegrowers are creating a permanent observatory to track winery margins

FiviLab will begin issuing reports in 2027 on costs, profitability and sustainability at small estates that manage production from grape to bottle

Wednesday, November 25, 2026



Italy’s independent winegrowers are setting up a permanent observatory to measure the real economics of making wine, an effort aimed at showing more clearly how production costs affect margins at small wineries.

The project, called FiviLab, was launched by FIVI, the Italian Federation of Independent Winegrowers, together with the Accademia Italiana della Vite e del Vino, according to Gambero Rosso. The initiative is designed to study the finances of wineries that manage the full production cycle themselves, from grape growing through winemaking and bottling.

At the center of the project is a basic question with broad importance for the industry: how much income is left for the producer after the main costs of operating a winery are paid. Gambero Rosso reported that FiviLab will function as a permanent observatory, collecting data and producing analyses on costs, profitability and sustainability.

The first reports are expected in 2027. Those reports are intended to offer a more structured picture of the financial position of independent wine estates, a part of the Italian wine sector that often combines agricultural production, cellar work and direct market exposure within the same business.

The observatory focuses on wineries that control the entire chain of production, a model that is common among independent growers and small family-run estates. That makes the project especially relevant for producers whose results can be heavily shaped by shifts in farm expenses, cellar investments and commercial margins, rather than by a single stage of the business alone.

By building a recurring body of data, the initiative could give producers benchmarks that are often difficult to obtain in a fragmented sector made up of many small and midsize businesses. For wineries, that may help compare operating performance, evaluate whether price increases are covering costs and understand how different business models affect returns.

The project may also matter beyond wine. Clearer information on costs and margins at smaller producers could offer useful reference points across the broader beverage sector, where family-owned businesses in categories such as wine, beer and spirits face

similar pressure to balance production expenses, sustainability goals and market pricing. In wine specifically, more consistent data could also help shape future policy discussions by giving industry groups and public institutions a firmer economic base for decisions.

Gambero Rosso described the observatory as a tool meant to analyze both profitability and sustainability, linking financial performance with the long-term viability of independent production. That approach suggests the project is not limited to measuring sales or output, but is meant to capture whether the structure of these businesses can remain durable over time.

For FIVI, which represents independent winegrowers, the creation of FiviLab places economic measurement at the center of the debate over the future of small producers. In a sector where quality, territory and identity often dominate public discussion, the new observatory is intended to bring more attention to the balance sheet: what wineries spend, what they earn and what actually remains for the people who make the wine.