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Riccardo Ricci Curbastro: re-elected to shape the future of european wines

European Federation of Origin Wines welcomes Ricci Curbastro back to presidency amidst evolving challenges

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In a significant development within the European wine industry, Riccardo Ricci Curbastro, a notable figure in the world of Franciacorta wines and a prominent leader in the sustainable viticulture movement, has been unanimously re-elected as the

president of the European Federation of Origin Wines (Efow). This decision was made during the General Assembly of Efow members, marking a pivotal moment in the organization's history.

Ricci Curbastro's re-election follows the resignation of Bernard Farges, a respected Bordeaux producer and a figure who has played a crucial role in navigating the federation through several critical challenges in recent years. Accompanying Ricci Curbastro in the leadership team are Maxime Toubart, a Champagne producer who steps in as vice-president and treasurer, and Gilberto Igrejas and David Palacios Algarra, who continue their roles as vice-presidents.

This leadership reshuffle occurs at a time when the European wine industry is facing a myriad of challenges, ranging from economic pressures to shifting consumer preferences and environmental concerns. Ricci Curbastro, who previously led Efow from its inception in 2003 until 2016, brings a wealth of experience and a renewed vision to the table. His tenure is especially significant given his advocacy for sustainable practices in viticulture, a topic that has gained increasing relevance in the context of global climate change.

In his acceptance remarks, Ricci Curbastro expressed deep appreciation for Bernard Farges's contributions, particularly in steering the organization through tumultuous times including the Trump tax, the Covid-19 crisis, and crucial reforms related to Common Agricultural Policy (CAP) post-2022 and Geographical Indications. His acknowledgment of Farges's leadership during these testing periods underscores the importance of stable and visionary leadership in the face of adversity.

Looking ahead, Ricci Curbastro outlined the primary challenges that confront the European wine appellations. These include the decline in wine consumption, the evolving status of wine in society, and the imperative of sustainability. His agenda as president is to not only continue but also to amplify the efforts in addressing these issues. A key focus will be on examining the tools necessary for the sector to maintain its tradition of offering high-quality products to consumers.

Ricci Curbastro's leadership comes at a crucial time for Efow as it seeks to influence the 2024 European Union milestones. The organization aims to underscore the vital role played by denomination wines and winemakers in sustaining the economic, social, environmental, and cultural vibrancy of various European regions.

As the European wine industry navigates these complex challenges, the re-election of Ricci Curbastro signifies a commitment to experience, continuity, and innovation. His leadership is expected to steer Efow and its member denominations towards a future that balances tradition with the demands of a rapidly changing global landscape.