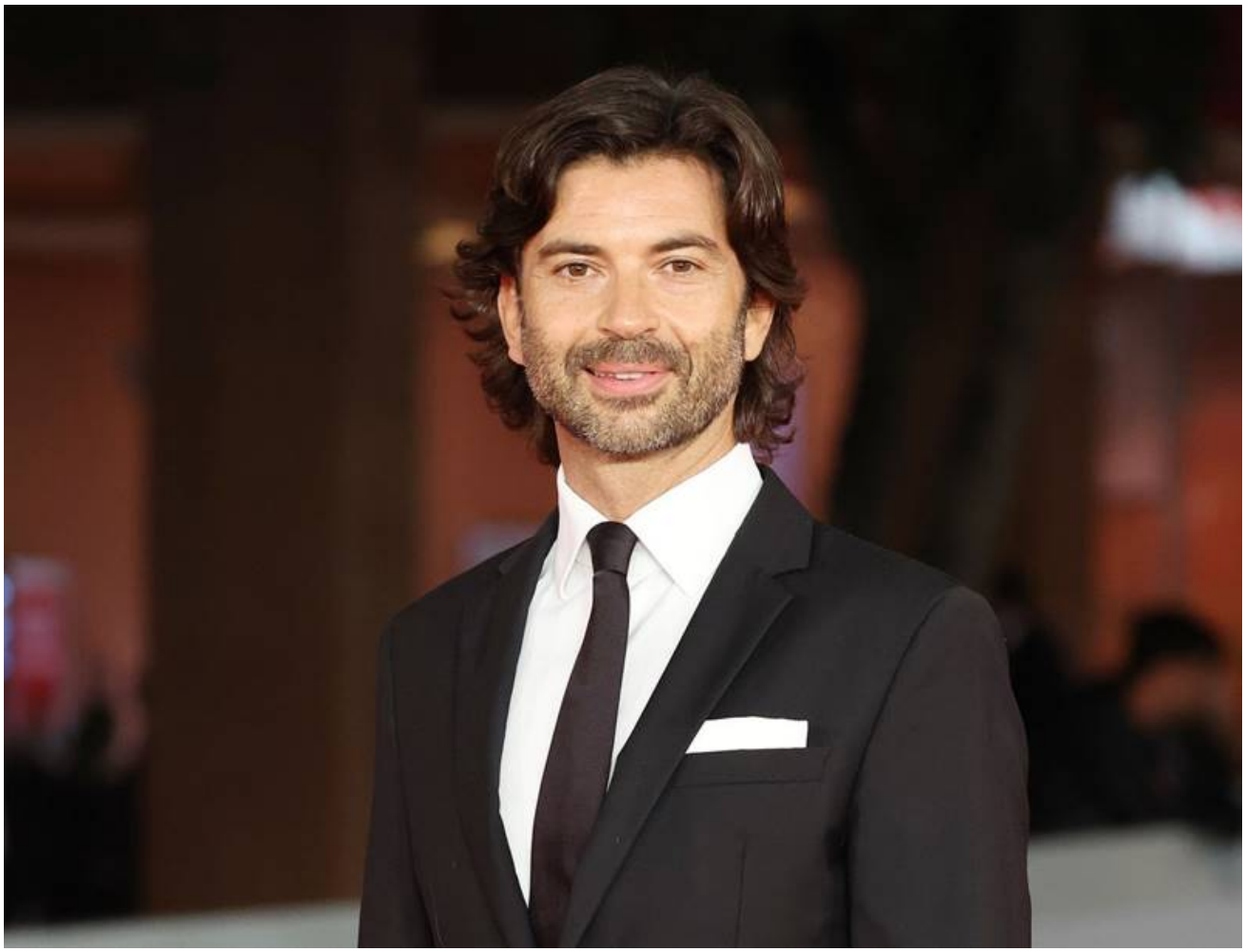
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Italian Wine Dynasty Blends Tradition with Innovation, Launches Educational Initiative

Italian Wine Giant Zonin1821 Launches Academy to Deepen Wine Appreciation

Friday, May 3, 2024



Francesco Zonin

In a bold move that pairs tradition with innovation, Italian beverage giant Zonin1821 has launched an academy designed to deepen the understanding and appreciation of wine culture. This initiative, unveiled at this year's Vinitaly fair, marks a significant step by the company to weave the rich tapestry of wine's heritage into the fabric of the global market. Francesco Zonin, Vice President of Zonin1821, shed light on the new challenges and aspirations that propel this iconic firm forward in a rapidly evolving industry.

During his insightful discussions at the fair, Francesco Zonin emphasized the critical role of integrating wine culture into the global marketplace. He articulated a vision where understanding the layered histories and values underlying wine production is essential for the sector's progression. "Wine," he noted, "means different things to different people, and one of the more complex aspects of our business is the vast fragmentation, both in terms of consumers and production."

Zonin1821, with its 4,000 hectares of vineyards across nine estates and nearly 200 million euros in 2022 revenues, is not just about producing wine. The company is passionately dedicated to educating people about both the tangible and intangible values of wine. This includes its 'Made in Italy' initiative aimed at promoting Italian enterprises and products globally. Francesco Zonin expressed that the goal is not only to expand their export network, which already reaches over 140 countries but also to transform how they engage with consumers and partners. He acknowledged the lengthy chain from producer to consumer, highlighting the challenges in conveying the value and history of wine along this chain.



Management team headed by Pietro Mattioni, as the CEO, alongside the brothers Domenico, Francesco and Michele Zonin

Sustainability is another cornerstone of Zonin1821's philosophy. Francesco Zonin stressed the importance of narrating the company's story and its sustainable practices. "We need to tell our story and how we work, we need to explain what we are doing in terms of sustainability and why it is important," he stated, emphasizing that the intangible aspects of wine are as crucial as the tangible ones.

Reflecting on the past, Zonin observed significant shifts in Italy's approach to wine quality since the 1970s. He recalled a time when simply producing a good wine ensured success. However, with widespread replanting in the 1980s and a resultant surge in the average quality of Italian wines, the challenge now lies in standing out in a market brimming with quality offerings.

With two centuries of history behind it, Zonin1821 strives to uphold its business ethically, valuing this as much as the wine itself. "To make a good wine, you don't need a lot of technology; you need a lot of know-how," Francesco argued. "You can't buy that knowledge; you need experience. It takes decades to learn the many small things necessary to turn a good wine into an excellent one."

The commitment of Zonin1821 extends beyond vineyard and market. It reaches into the realm of education, collaborating with prestigious institutions such as SDA Bocconi, IULM, and Università Cattolica del Sacro Cuore, aiming to nurture future managers who will understand that wine business is not just about production but also about selling it correctly and integrating culture into its business model.

In their efforts to connect with a younger generation, which many in the wine industry view as less interested in alcohol, Zonin1821 is not only imparting knowledge about wine culture and sustainability but also equipping them with essential skills for the future. This initiative by Zonin1821 is a testament to their dedication to not just preserving but enriching the wine culture, ensuring it continues to thrive and resonate with new generations.