vinetur

Performant Capital invests in Wine Suite to boost European wine technology sector

Italian CRM leader gains new resources and strategic support as partnership aims to create integrated transatlantic platform for wineries

Tuesday, July 1, 2025



Performant Capital, a U.S.-based private equity firm specializing in technology companies, has announced a strategic investment in Wine Suite, an Italian company recognized as a leader in CRM and marketing solutions for the wine industry. The deal was finalized in Milan on July 1, 2025, marking a significant step for both companies

and the broader European wine technology sector.

This move follows Performant Capital’s earlier investment in January 2025 in OrderPort, a leading U.S. provider of digital solutions for wineries. By bringing together OrderPort and Wine Suite, Performant Capital aims to create an integrated and scalable technology platform that serves both the American and European wine markets. The goal is to establish a new hub for wine technology in Europe, with Wine Suite at the forefront.

Wine Suite’s co-founder Matteo Ranghetti explained that the company’s software was inspired by direct-to-consumer models prevalent in the United States, where this channel dominates wine sales. He expressed pride in joining forces with an American market leader and highlighted the opportunity to build a global all-in-one solution for the wine industry. Ranghetti emphasized that this partnership marks a new phase of growth for Wine Suite.

The investment provides Wine Suite with increased financial resources to accelerate its growth and development plans. The company will remain under the leadership of its founding team, who will continue to play an active role in shaping its future. Key industrial investors who have supported Wine Suite since its inception—including Le Tenute del Leone Alato (Generali), Alessandro and Sebastiano Marzotto (Herita Marzotto Wine Estate), and the Gussalli Beretta family (Agricola Gussalli Beretta)—have also chosen to remain shareholders.

Michael Ciaglia, Partner at Performant Capital, stated that the investment reflects their commitment to supporting founder-led companies that have developed essential software solutions. He noted that Performant Capital’s operational expertise can help unlock future growth potential for Wine Suite. Ciaglia also expressed enthusiasm about working alongside the Wine Suite team as a strategic partner to support their ongoing development across Europe.

Wine Suite has established itself as a leader in CRM and marketing solutions for Italian wineries over recent years. With its expertise in direct-to-consumer strategies, the company is now positioned to expand its business throughout Europe. Co-founder Filippo Galanti pointed out that this achievement demonstrates Italy’s ability to build

successful technology enterprises in strategic sectors like wine. He described the investment as an important milestone that will allow Wine Suite to broaden its vision and create tangible benefits for wineries seeking to capitalize on opportunities in wine tourism and direct sales.

Wine Suite’s business model is built around a CRM and marketing software platform used by more than 500 Italian wineries. The system helps these businesses increase visitor traffic to their cellars and improve direct sales by providing deeper insights into consumer behavior. This approach has enabled wineries to enhance their products, promote cellar tourism, and strengthen the global reputation of Italian wine by highlighting the unique qualities of each winery across different regions.

With new financial backing from Performant Capital, Wine Suite aims to accelerate its growth trajectory and further support the Italian and European wine industries through advanced technology solutions. The collaboration between U.S. and European leaders in wine technology signals a new era of innovation for wineries looking to adapt to changing consumer trends and expand their reach both locally and internationally.