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Italian Wines Gain Momentum in U.S. Retail as Consumer Preferences Shift

Retailers report rising sales, increased promotions, and growing interest in diverse Italian varietals ahead of Italian Heritage Month.

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Italian wines are seeing strong growth in retail stores across the United States this year, with retailers preparing to highlight these trends during Italian Heritage Month in October. At Total Wine & More, which operates 286 stores in 30 states, Italian table wine sales have increased by 6.4% so far this year. Brian Gelb, Senior Vice President of Wine at Total Wine, says that crisp Italian white wines, Super Tuscans, and lighter reds from Piedmont are leading the way. Prosecco also continues to perform well. Gelb notes

a shift in consumer preference toward lighter, fresher wines and away from heavier styles.

The most popular price range for Italian wines at Total Wine is between $15 and $20 per 750-milliliter bottle. The strongest sales are reported in the Northeast, especially in New York and New Jersey. Gelb attributes the success of Italian wines to their high quality, good value, and the strong cultural connection between Italy and the United States.

Other retailers are seeing similar patterns. Taylor’s Wine Shop in Raleigh, North Carolina has reported a significant rise in Italian wine sales this year. The store has been offering two six-bottle sampler packs—one featuring white wines and another with reds—from small Italian wineries throughout September. Cory Lyerly, wine buyer and manager at Taylor’s, says the samplers have helped introduce customers to lesser-known Italian varietals.

Taylor’s white wine sampler includes bottles from Campania, Sardinia, Sicily, and Friuli-Venezia Giulia, priced at $116 for six bottles. The red sampler features wines from Tuscany, Romagna, and Umbria for $139. Lyerly emphasizes the store’s focus on small, family-owned producers. The most popular imported wines at Taylor’s come from the Giovine family winery, with prices ranging from $12 to $25 per bottle. High-end options like Ciacci Piccolomini d’Aragona Pianrosso Brunello di Montalcino also sell well.

To further promote Italian wines, Taylor’s is hosting a “Small Vineyards Italian Wine Dinner” on October 9 at Encore Ristorante in Raleigh. The event will feature five artisanal wines paired with a five-course meal for $180 per person.

In New Jersey, Gary’s Wine & Marketplace is preparing for Italian Wine Month with special discounts on a wide selection of Italian wines and gourmet foods. Cesare Martini, wine buyer at Gary’s, says the retailer has expanded its digital outreach this year by producing educational videos about key Italian wine regions such as Valpolicella, Tuscany, Piedmont, and Sicily. These videos will be shared on social media and supported by targeted email and text campaigns.

Gary’s will also use prominent signage in stores to highlight Italian Wine Month promotions. Martini reports that same-store sales of Italian wines have increased modestly since last year. In 2025, Italian wines account for 11.4% of total wine sales at Gary’s stores, up from 10.7% in 2024.

The $15–$30 price range is the most popular for Italian wines at Gary’s, making up 35% of category sales. Wines priced between $15 and $20 represent nearly a quarter of all Italian wine sales at the retailer. Martini says customers appreciate the value offered by Italian wines in these price tiers. High-end sales are also growing due to events and curated experiences aimed at collectors and premium buyers.

Tuscany remains the top region for Italian wine sales at Gary’s, driven by strong recent vintages of Brunello di Montalcino and Chianti Classico. Super Tuscans are also in high demand. Beyond Tuscany, there is growing interest in wines from Piedmont, Veneto, and Sicily.

Despite economic challenges such as tariffs and inflationary pressures, retailers remain optimistic about the future of Italian wine sales in the U.S. Martini expects continued growth for both red and sparkling wines like Prosecco during the holiday season. He also notes increasing momentum for wines from Southern Italy—including Sicily, Campania, and Sardinia—which are expected to drive future sales growth.

Retailers across different regions agree that American consumers are responding positively to the quality and diversity of Italian wines available today. With ongoing promotions and educational efforts planned for Italian Heritage Month and beyond, industry leaders expect this upward trend to continue into next year.