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Italian Government Launches New Support Measures for Wine Industry After High-Level Meeting

Initiatives include a national communication campaign, streamlined export promotion, and digital reforms to boost Italian wine’s global presence.

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The Italian wine sector received new support measures following a meeting called by Agriculture Minister Francesco Lollobrigida, according to statements from Luca Rigotti, president of the wine division at Confcooperative Fedagripesca. The meeting, known as the “Vino Table,” brought together representatives from across the industry to discuss current challenges and future strategies.

Rigotti expressed satisfaction with the government’s decision to launch a communication campaign aimed at enhancing the value of Italian wine. He also welcomed investments for promoting Italian wine in foreign markets, which will be managed through the national trade agency ICE. According to Rigotti, these steps mark a shift in how wine is presented, moving away from seeing it solely as an alcoholic product and instead recognizing it as a key part of Italian culture, diet, and landscape.

On the international front, Rigotti noted that expanding free trade agreements and diversifying export markets are important goals. He emphasized the need for more effective tools to support companies in promotion and communication efforts abroad. The new measures also include changes to the OCM Wine Promotion program for non-EU countries. These changes are designed to simplify access to resources by digitizing application processes and speeding up timelines compared to previous years.

Rigotti credited these developments to months of ongoing dialogue between institutions, trade associations, and businesses. He said this collaboration made it possible to find practical solutions for the wine sector, which continues to face uncertainty due to U.S. tariffs on Italian wine exports. These tariffs remain a significant concern for producers looking to expand their presence in the American market.

The president also highlighted the importance of unity among Italian wine companies. He encouraged them to work together on concrete projects with ICE and focus on strengthening Italian wine brands worldwide. Rigotti stressed that promoting responsible consumption remains a priority as Italy seeks to maintain its reputation as a leading wine producer on the global stage.

The measures discussed at the Vino Table are expected to provide both immediate relief and long-term benefits for Italy’s wine industry, which includes many small and medium-sized enterprises. The sector has faced several challenges in recent years,

including changing international trade conditions and increased competition in global markets. The new initiatives aim to help Italian producers adapt and continue growing despite these obstacles.