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Italian Wineries See Sparkling Wine Sales Surge by Up to 30% Ahead of Valentine’s Day

Producers across Italy launch special bottles and romantic experiences as couples seek unique ways to celebrate the holiday.

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As Valentine’s Day approaches, wine producers across Italy are preparing for one of the busiest times of the year. The holiday, which has become a key date for wine sales and romantic tourism, sees both traditional and innovative wineries offering special bottles and experiences for couples looking to celebrate.

In Veneto, the Andreola winery in Valdobbiadene is highlighting its Nazzareno Pola – Etichetta del Fondatore Dirupo Rive di Santo Stefano, Valdobbiadene DOCG Extra Dry 2025. Founded in 1984, Andreola is known for its steep hillside vineyards, where all

work is done by hand. This approach is necessary due to the challenging terrain and results in wines that reflect the unique character of the region. The 2025 vintage offers a pale yellow color with fine bubbles and a bouquet of floral and fruity notes. It is recommended as an aperitif or with seafood, making it a popular choice for Valentine’s Day dinners.

On the shores of Lake Garda in Lombardy, Costaripa presents its Valtènesi Rosé DOC Rosamara. The winery, run by three generations of the Vezzola family, focuses on expressing the local terroir through careful grape selection and partial aging in small oak barrels. The result is a rosé with notes of peach, red berries, and pomegranate. Its versatility makes it suitable for both aperitifs and Mediterranean cuisine.

Follador Prosecco, based in Valdobbiadene since 1769, is offering Fosélios Prosecco Superiore Valdobbiadene DOCG Brut. With over 250 years of history and nine generations of family involvement, Follador combines tradition with modern winemaking techniques. Fosélios stands out for its fresh profile with green apple and pear flavors, designed to accompany meals or serve as a celebratory toast.

La Farra, another Veneto producer located in Farra di Soligo, is promoting its Valdobbiadene Prosecco Superiore DOCG Millesimato Brut. Founded by the Nardi family in 1997, La Farra focuses on hand-harvested Glera grapes from their own vineyards. The wine features notes of apple and peach with a dry finish and is best served chilled as an aperitif or with light fish dishes.

In Piedmont, Josetta Saffirio’s Barolo Perno offers a different take on Valentine’s Day wine. This family-run winery in Monforte d’Alba produces Nebbiolo-based wines that emphasize both structure and elegance. Barolo Perno is known for its aromas of dried rose, spices, and dark fruit. It is intended for those who prefer a more complex red wine to mark the occasion.

Tuscany’s Talosa winery brings forward its Rosso di Montepulciano 2024. With roots in Renaissance-era cellars beneath Montepulciano’s historic center, Talosa focuses on Sangiovese grapes to create balanced wines with cherry and violet notes. The 2024 vintage is described as approachable yet distinctive, suitable for sharing during special moments.

On Sicily’s Aeolian Islands, Tenuta di Castellaro offers Nero Ossidiana. This estate practices biodynamic viticulture across 24 hectares and has invested in sustainable architecture and land reclamation projects. Nero Ossidiana blends Corinto Nero and Nero d’Avola grapes to produce a red wine that balances acidity with warmth—a reflection of the volcanic soils of the islands.

Vecchie Terre di Montefili in Tuscany’s Chianti Classico region presents Anfiteatro, a Sangiovese grown in a natural amphitheater setting. The estate works only with estate-grown grapes and emphasizes longevity and character in its wines. Anfiteatro features flavors of dark cherry, Mediterranean herbs, spices, and minerality.

Finally, Ventiventi from Emilia-Romagna introduces Blanc de Blancs Pignoletto DOC. This modern winery focuses on quality and sustainability while reinterpreting the local Pignoletto grape variety. The sparkling wine offers notes of white flowers and citrus with crisp fruit flavors—an option aimed at those seeking something different for their Valentine’s Day toast.

Wineries across Italy report increased demand around Valentine’s Day each year. According to industry estimates, sparkling wine sales can rise by up to 30% during February compared to other months. Many estates also offer special tastings or romantic packages that include vineyard tours or dinners among the vines.

The trend toward pairing specific wines with romantic occasions continues to grow as consumers look for unique experiences beyond traditional gifts like chocolates or flowers. For many couples traveling within Italy or ordering bottles online from abroad, these wines offer not just a drink but a story—one rooted in family tradition, regional identity, and the ongoing evolution of Italian winemaking.

As restaurants prepare special menus and hotels offer themed stays for Valentine’s Day visitors, wine remains central to how Italians—and many international tourists—choose to celebrate love each February. Whether opting for classic Prosecco or exploring lesser-known reds from Sicily or Tuscany, there are options available for every palate and every kind of celebration this season.