



WinEra - Fostering EU wine through a new era of specialized training for organic and biodynamic wine- producers in EU

WinEra – Why organic?

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Importance of the organic wine in Europe

More and more consumers are buying organic wines. Today, the organic vineyard surface in the EU is twice as large as it was 10 years ago. Demand for organic wine is likely to soon outstrip supply. But despite all this, it is not a question of a fundamental shift in wine growing. Conventional wine farming still dominates.

While **organic viticulture is developing throughout Europe**, affecting a growing number of estates, the demands of an increasing part of consumers are shifting towards more and more natural wines. These requirements are based on multiple factors: the demand for agriculture that is ever more concerned with its environmental impact, the requirement for a truly natural product, as less processed as possible, and increasingly, health and allergy considerations (with sulphites for example).

Currently, consumption has become more sophisticated and higher quality wine is reserved for special occasions. The **consumption of quality wines**, and in particular organic wine, is clearly at the expense of quantity. A clear example of this change in consumer behaviour has occurred in France. Statistics indicate that consumption in 1975 was about 100 litres per capita per year, falling to less than 42 litres in 2016.

According to IPSOS (2015), 51% of European consumers of organic wine are women. Regarding age, 23% of consumers are under 35, 50% are between 35 and 64 and the remaining 27% are over 65. This represents a younger consumer compared to regular wine consumption. As for the image of organic wine, most consumers point to respect for the environment as the main advantage, with the lack of information on this type of product and its price being the main drawbacks that inhibit consumption.

When **you travel through the wine regions** today, you can't help noticing all the grass and flowers that grow in the vineyards, in the rows between the vines. It is a sign that more and more producers are abandoning chemical weed control. And it's not just organic growers who do it because they have to. Many "conventional" (meaning not organic) winegrowers have also realized the benefits of a green vineyard.

Almost everyone in the wine industry today talks about the environment and the importance of working sustainably. It's something that is on every winemaker's mind. They are facing more and more restrictions. When, where and how they can spray their vineyards is increasingly regulated. Synthetic pesticides that are considered dangerous are being phased out at an ever-faster rate. Besides, the EU has recently set various environmental targets for its agriculture. One of these goals is that at least 25% of the total agricultural area in the Community should be organic in ten years' time that is in 2030. It feels quite ambitious since the figure in 2020 is only around 12%.

The challenge for the winegrower goes beyond the strict application of the organic specifications: the modern organic winegrower must be able to combine traditional know-how and a high level of mastery and technical innovation to produce a quality wine without resorting to additives from the conventional viticulture.



Relation between wine & local cultural heritage

Wine and wine-growing landscapes are commonly recognized as part of the world's tangible and intangible cultural heritage. The inscription of many vineyard landscapes as a UNESCO world cultural heritage is one of the institutional translations. At the local level, there are even more museums, cultural sites devoted to the discovery of wines and vineyards, including in its historical dimensions since antiquity.

However, the genetic diversity of the vine and the enhancement of its many traditional varieties is still very rarely addressed in these heritage and cultural initiatives.

In Europe, the late 19th century phylloxera greatly contributed to the impoverishment of the plant heritage. **With the development of organic viticulture**, and the search for viticulture ever closer to the terroirs, we are gradually rediscovering these traditional varieties, which offer taste qualities that are often forgotten, and often have advantages in terms of resistance to diseases and adaptation to soils and climate. There is now a real stake in making known these ancient grape varieties, as we rediscover the ancient varieties of fruits and vegetables.

Battle of Wine (Haro, La Rioja, Spain)

On 29 June, San Pedro's Day, the Riojan town of Haro holds an interesting festival: the Wine Battle. This tradition dates back to a possible legal dispute with the nearby town of Miranda de Ebro over the ownership of some cliffs. After a mass, this peaceful battle starts with both sides throwing litres of wine at each other non-stop. It's an impressive spectacle that ends at midday. Then, the people return to Haro and gather in Plaza de la Paz square.

Website: <https://www.spain.info/en/calendar/battle-wine/>

Fiesta de la Vendimia de Rueda (Valladolid, Spain)

On the second weekend of October, in the town of Rueda, capital of the Denomination of Origin that bears this name, since the 90s, they celebrate the Grape Harvest Festival. A festival that coincides with the end of the harvest, which is usually at the end of September or the beginning of October. It is a popular meeting to exalt the wine in which both the people of the town and the surrounding area participate, as well as many tourists who come to taste the wines of this area.

It was declared a Festival of Regional Tourist Interest in 2012, attracting thousands of visitors. During the Harvest Festival, the White Wine Fair and the Handcraft Fair are also held.

On Sunday, after the celebration of the Holy Mass and the Blessing of the Grapes in the church of Our Lady of the Assumption, the most awaited moments of this celebration take place, the Pregón, in charge of some outstanding personality of the business world, culture or communications and the Footsteps of the Grapes.

Afterwards, the White Wine Fair is inaugurated in which each winery has its own space where the visitor can taste its wines. This fair is also accompanied by various activities that vary from year to year. Among them, a great paella for all the assistants, regional dances and traditional music, bullfighting parties and open days in many wineries.



Harvest Festival in Cangas de Narcea (Asturias, Spain)

The Harvest Festival is unique in Asturias, among other reasons because Cangas del Narcea is the only wine production area in the Principality, with a tradition that dates back to the Middle Ages and with a type of mountain vineyards that make this viticulture a truly heroic activity.

This festival coincides every year with the Puente del Pilar, in the first fortnight of October and there are many activities that take place around the grape harvest. In addition to the incessant activity and atmosphere in the vineyards, the town of Cangas hosts a craft fair and market with all kinds of local products, as well as wine tastings, guided tours of the Wine Museum, gastronomy linked to the world of wine, etc. Numerous brotherhoods meet in Cangas del Narcea and have their own parade accompanied by the local music band.

These are four days of authentic cult of Cangas' Quality Wine culture, where you will be able to learn all about this activity that has a millenary rank in the west of Asturias, and that from year to year becomes more multitudinous.

The Orcia Valley & Montalcino village (Tuscany, Italy)

One of the most significant examples of the Relation between the wine & the local and regional cultural heritage is in Tuscany Region. The Orcia Valley was proclaimed a World Heritage Site by UNESCO in 2004. Located in southern Tuscany, the Orcia Valley or Val d'Orcia is definitely a one of a kind landscape. The landscape of Val d'Orcia is part of the agricultural hinterland of Siena, redrawn and developed when it was integrated in the territory of the city-state in the 14th and 15th centuries to reflect an idealized model of good governance and to create an aesthetically pleasing picture. The landscape's distinctive aesthetics, flat chalk plains out of which rise almost conical hills with fortified settlements on top, inspired many artists. Their images have come to exemplify the beauty of well-managed Renaissance agricultural landscapes. The inscription covers: an agrarian and pastoral landscape reflecting innovative land-management systems; towns and villages; farmhouses; and the Roman Via Francigena and its associated abbeys, inns, shrines, bridges, etc

Nestled amidst this endless valley, you'll find the quaint villages of Montalcino, Pienza and San Quirico d'Orcia surrounded by olive trees and vineyards, magnificent testament to the old rural tradition and the local culinary specialties.

Wine production in the region was very different in the mid-1800s. Grapes were not cultivated in their own vineyards, with careful trellising; they were interspersed with other crops and trellised to whatever was nearby. Grapes were harvested quite early, when more acidic and not fully ripe, to thwart thieves and avoid any crop loss due to inclement fall weather. After harvest, grapes were not de-stemmed before fermentation, so red wines were rough and bitter. White wines were blended into reds to "mellow" it into something more drinkable. Wine was produced in old barns or other outbuildings with minimal attention to sanitation and no temperature control.

Clemente Sandi was an outspoken critic of the winemaking techniques of that time, including the early harvest and the use of mixed fields of crops. He planted the first real grapes-only "vineyard" in Montalcino, and in 1869 won two silver medals for his red wine. But perhaps his greatest contribution was his grandson, Ferruccio Biondi Santi, who built on Clemente's discoveries to create the modern-day Brunello.

Most wineries offer tourists the possibility of guided tours and wine tasting to enjoy the pleasure of wine and the spectacle of the Tuscan countryside of the World Heritage farms.

The wine of Kings (Commandaria, Cyprus)

Commandaria is a sweet dessert wine from Cyprus, and it is recognized by the Guinness World of Records as the oldest manufactured wine in the world. It was traced as far back as 2000 BC, and has played a vital role in Cyprus's wine tradition and history.

During the time of the Crusades, the wine became famous as "Commandaria" all over Europe, as it was mainly produced in Kolossi - an area then known as "La Grande Commanderie". Commandaria was thought to have therapeutic properties, and thus was widely used as a tonic. Throughout the following centuries, stories of the wine abound. Legends has it that when Richard the Lionheart celebrated his marriage in Cyprus, he was so delighted with the taste that called it "the wine of kings and the king of wines".

Commandaria has been made in the same way for centuries, and in the same winegrowing villages of the island. To produce it, two indigenous grapes - "Mavro" (red) and "Xynisteri" (white) - are picked when they are overripen and left to dry in the sun for 10 days, so that the sugar content reaches specific levels, giving that distractive sweet taste. Then, the dried grapes are pressed and fermented in tanks or huge earthenware jars. The most popular brand of commandaria is KEO St. John, which is produced using a recipe that is protected by a legally enforced appellation, the only one held by Cyprus.

Many tourists and scholars who passed through the islands make a reference point to Commandaria; others wrote hymns of praise about it. To celebrate the tradition of this wine, the 14 villages of the Commandaria region organize an annual festival (the Commandaria Festival) once a year, where visitors gather to taste the different kinds of Commandaria, join harvesting, learn wine-pressing, visit local wineries and vineyards, and enjoy the local gastronomy.

Websites:

World Guinness Record: <https://bit.ly/3h6r0Ly>

Visit Cyprus: <https://bit.ly/2WqAMoZ>

Cyprus Wine Museum: <https://bit.ly/37s7qpE>

Limassol Wine Festival (Limassol, Cyprus)

The Limassol Wine Festival is held annually since 1961, and lasts for two weeks – from August until September. The festival is held to celebrate Cyprus winemaking, and entertains around 15.000 visitors. Apart from wine tasting, the festival includes traditional music and dancing, magic shows, comedy shows, concerns from the Municipality Philharmonic Orchestra, and traditional gastronomy.

The festival is usually carried out by local singers, while guest artists might join them from overseas. As there are numerous visitors joining the festival, it is always highly recommended that they book accommodation facilities well in advance. To emphasize the connection between dancing and music, the festival also offers the opportunity for visitors to watch the process of grape treading. Somehow, the festival can be seen as a revival of the "Dionysia celebrations" in Greece, where residents in Athens held celebrations in honor of Dionysus, the god of wine and



vine. During the celebrations, the residents gathered to taste wine, take part in dancing, sing poetry, and perform theatrical plays.

Website: www.carnifest.com/limassol-wine-festival-2021

Istrian Wine Run

"Istrian Wine Run is the first Croatian Wine marathon. Run under the masks and have fun with great music while having a wine tasting of the best Istrian wine and gastronomic products."

There are the three disciplines: marathon (42km), half marathon (21 km) and relay race (3x7km). Since 2014 it's organized in early September just before the harvest through vineyards and beautiful Istrian countryside with stops for wine tasting and a big wine after party.

Website: <http://www.istrianwinerun.hr>

How the wine can be promoted as part of the intangible heritage

Wine tourism, or enotourism, has **gained considerable popularity** as an alternative form of tourism that focuses on wine-related experiences. **Enotourism** has become associated with regional economic and social growth, increased interest in wine production and promotion, as well as increased awareness of environmental tourism (ecotourism).

Investing in wine tourism brings considerable benefits for wineries, local producers, and facility owners, as the tourist agents aim to provide a comprehensive package to customers, allowing them to enjoy wine by combining it with the social, environmental, and gastronomical lifestyle of the region. Moreover, **going organic** has caused the development of various organic wine fairs, international gatherings, and conferences aiming to foster the production of organic grapes and, in turn, the promotion of "organic tourism".

In the near future, it is estimate that such alternative forms of tourism **will continue to rise**, associating them with sustainable and ecological practices, and thus attracting a large number of environmentally aware and - especially - young tourists.

The "Cité du vin de Bordeaux"

A newcomer to the world of wine museums, the Cité du Vin de Bordeaux, inaugurated in June 2016, takes on the challenge of presenting the history and traditions of wine in an ultramodern building loaded with symbols. The architects of the XTU agency, Anouk Legendre and Nicolas Desmazières, have imagined a place imbued with identity symbols: gnarled vines, wine turning in the glass, eddies of the Garonne. Every detail of the architecture evokes the soul of wine and the liquid element. With an efficient bioclimatic design, the compact construction optimizes the ventilation of the building. Air intakes at low points take advantage of the prevailing winds. While the patios and the high points evacuate the heat, generating a current of air which allows - by itself - to gain 5 degrees of feeling of freshness in summer and to limit the use of air conditioning. In addition, the roof is protected from the sun by a "ventilated shade" which helps control the temperature, as does the use of geothermal energy.



The museum collections also make use of the most modern valuation techniques combining sensory experience, augmented reality, interactivity, etc.

Website: <https://www.laciteduvin.com/en>

Tourism & vineyards at Vaucluse

The discovery of the vineyards at the heart of the tourism promotion of a French department, Vaucluse – www.provenceguide.co.uk/choose-your-activities/wine-and-vineyards/

This promotional tool is focused on the discovering of vineyards in Vaucluse District (and not in the whole Provence, despite what the name suggests). Many websites dedicated to the promotion of the wine regions have been developed since 15 years. But these websites are mostly focused on a generic promotion of the wine region and local events and don't aim to the visitor to organize his own trip.

The interest of the "provence-guide" website designed by the public agency of tourism for the Vaucluse District is to centralize and to gather the set of the information dedicated to the discovery of the wine in the different wine regions of Vaucluse (Ventoux, Luberon, Beaumes de Venise and Côte du Rhône). Besides a large number of information dedicated to the wines, the vineyards (without prerequisite contrary to the website www.vins-rhone.com), the landscapes, the local events (local wine festivals for example), this website promotes various tourist products and trips proposed by various providers, private or public, including daily activities or longer journeys. But it also integrates a quite detailed tourist information in the fine region about accommodation, catering, things to do, wineries to visit, aiming to the visitors to organize their own trips "à la carte".

Website: www.corsicadegustation.com/oenotourisme-corse

Bodegas Menade

Bodegas Menade was founded in 2005. The formal family history started in 1820, when their ancestors tended vineyards in a wide variety of sites that today form part of DO Rueda. Vinification was effected in an underground facility in La Seca hewn out of solid rock at the beginning of the 19th Century, which they have recently rechristened Menade by Secala.

Menade has been very pleased to preserve the site's original architectural features and improve on them with restoration work. By virtue of its all year round temperature and humidity levels it provides the perfect sanctuary and resting place for our barrique aged wines and old vintages as well as being an ideal and intimate venue for them to host small to medium scale tasting events in addition to the many local activities that they sponsor.

Traditionally each generation of their family had used this historic site as their initial launching pad as each embarked on its particular quality crusade; but in the early 2000s, it was decided to have a totally fresh start not just philosophically (tenets respect nature and go back to the old ways). Bodegas Menade has its doors open to all who want to visit, an environment related to conserving nature and wine tourism:

- *Menade made by Secala* - Visit "Menade by Secala", the winery built by the first Sanz generation in 1820, based in the village of La Seca (4km from Rueda), where we will walk through our history.



- *Menade made by nature* - Visit Menade, the winery located in Rueda. Here you will discover their “eco-logical” relationship with the vineyard, pollination garden, its insects’ hotel and the winery itself. Then you will taste 3 wines paired with small bites made by local producers.
- *La cantina* - A space in their winery in Rueda where it’s possible to taste all Menade wines by the glass or buy any of them by the bottle.
- *Menade Farm* where insects, lizards, chickens, geese and donkeys live in harmony while at the same time enriching our ecosystem. *The Insect Hotel* is a grand and ambitious polyspecific garden where you can admire a wealth of plants that are indigenous to Castilla y León and includes both perennial and deciduous species, with the latter providing a multi-coloured visual feast particularly in the spring and early summer. Many junior visitors have a ball here and experiencing the pollination garden is a major didactic experience for most of them.

Website: www.menade.es

Bodega Cámbrico

In the year 2000, in Cámbrico they began to cultivate small plots of centenary vineyards in an ecological way. These plots were located in "El Pocito" and about to be abandoned by the elders of the town. Today, this is their main vineyard, and they have also planted and recovered vines in three other places, with different soils.

On the granite terraces of the Sierra de Francia and surrounded by forests, you will find Viñas del Cambrico. Vineyard and winery are part of this natural space declared a Biosphere Reserve. To relate viticulture both with nature and tourism, they carry out the following activities:

- *Guided tour and wine tastings* - It begins with a tour of the vineyard where they show you their work to preserve the native Rufete variety, how they take care of their centuries-old vines and organic farming methods. In the winery they explain the process of selecting the grapes, fermentation, pressing and aging in barrels and bottles, followed by a tasting of their wines that is accompanied by an appetizer of ham.
- *La casa de Fita* - Charming accommodation in Sequeros, 3 km from the winery. This house was built in the 19th century, it was the family home of the great-grandfather of the Cambrian promoter. Today it is a small four-room hotel that preserves the architecture and layout of the original house.

Website: www.cambrico.com

Bodega Negón

The Bodega Negón wines are a faithful reflection of the history of the wine of the Riaza Valley area that their grandparents produced decades ago as local wines.

Respect for the legacy of their grandparents has led them to recover the historical heritage of their land, so they have reconditioned the underground family winery from the 19th century, to shelter the barrels and bottles that house their most emblematic wines.

Bodega Negón loves wine and respects its natural process. Let yourself be invaded by the warm atmosphere of the surroundings and family. Discover why they say that in Negón happiness is “uncorked”.



Enjoy a cheerful, unique and unforgettable wine tourism experience in Ribera del Duero. Do not miss the opportunity to savor the unique essence of these wines from Castilla y León.

- Negón classic - Visit the medieval village of Haza 6km from Fuentecén, where Negón winery is located. Stroll through one of the most emblematic vineyards and then visit the micro-warehouse where the family's alchemist and winemaker elaborates treasures. The final touch is the descent to the underground cellar of the 19th century located in a beautiful pine forest and the final wine tasting.
- Negón gastro - If you want to complete your visit Negón Classic with the tasting of typical products of the area, we advise you to live an experience that will transport you to the times of our ancestors.

Website: www.bodeganegon.com

Bodega Torremilanos

Torremilanos' wine tradition dates back to 1903, although it was in 1975 when the Peñalba Lopez family acquired the estate.

Convinced of the quality of the native grape, the Tempranillo variety and connoisseurs of the art of viticulture, it was decided to increase the number of vineyards to reach the 200 hectares that the family owns today. All of them are located in the mountains surrounding the winery and are cared for following a philosophy of respect for the environment that allows all the Torremilanos Winery's wines to be certified as organic. They consider themselves "Artisans of the Earth" practicing 100% ecological and biodynamic agriculture.

Enjoy authentic quality wine tourism in a century-old vineyard, Ribera del Duero an incomparable environment:

- Torremilanos experiences - Much more than a getaway; wine tourism, gastronomy and winemaking where you are the protagonist.
- The winery and our wines - The vineyard, winery, the cooperage ... Discover the role that the winery will play in your "Torremilanos Experience" and start your wine tourism experience.
- Restaurant & gastronomy - Castilian gastronomic tradition from a current point of view and always with the best products of the area.

Website: www.torremilanos.com

Castello Banfi

Banfi was founded in 1978 thanks to the will of the Italian-American brothers, John and Harry Mariani. From the beginning, the goal of the two brothers was to create a state-of-the-art winery combined with the most advanced science in the vineyards for the production of premium wines. Together with the Mariani family, Ezio Rivella, one of Italy's foremost enologists, who understood that due to the richness of the soils and the privileged microclimatic position, the property would have great capacity of development.

"Our family is passionately dedicated to the Pursuit of Excellence in making the prestigious wines of Montalcino as well as our hospitality offerings at Castello Banfi, the historic fortress that crowns our estate, an elegant setting for vacations, celebrations, special events or a day visit. Surrounded by vineyards and olive groves, Castello Banfi Il Borgo is ideal for enjoying the comfortable



tranquillity of the Tuscan countryside and helping to intensely discover a more authentic Tuscany.” - shares Cristina Mariani-May.

Castello Banfi il Borgo is a multi-experience in a unique place immersed in one of the most beautiful places in the world. For its strategic position between Siena and the Maremma Tuscan seaside, together with the fertile soils that surround it, the Castello di Poggio alle Mura has been desired and contested over the centuries.

Website: <https://www.banfiwines.com/winery/castello-banfi/>

Poggio alle Mura Castle

The complex as we know it today developed for the most part between the 9th and 13th centuries but its origins are most certainly even more ancient. Certain subterranean excavations still visible today and some stone urns and ceramic vases unearthed during the most recent restorations lead us to conclude, in fact, that there was a settlement on this spot in the era of the ancient Etruscans. The “conci” – white stones traditionally used in the construction of Roman arches – today found in the main portal of the castello seem, on the other hand, to indicate the sites successive transformation into a Roman Villa.

The first officially documented citation was in 1318, the year when Poggio alle Mura appeared in the descriptive catalogue of the era – the “Table of Possessions” – as reporting to the civic administration of Camigliano and belonging to the heirs of messer Mino di Neri dei Ranuccini. Afterwards, with its passage from the Ranuccini family to the Colombinis, the estate passed from an open military base structure to a fortified central fort (palatium seu fortelitia).

“Surrounded by vineyards and olive groves, Il Borgo will pamper you with its luxurious rooms and its manicured gardens ideal for enjoying the comfortable tranquillity of the Tuscan countryside. You can completely relax, enjoying our discrete attention or take advantage of our complete involvement to help you intensely discover a more authentic Tuscany.”

- Sala dei Grappoli - Located in the shadow of the historical Castello Banfi, La Sala dei Grappoli welcomes you in an elegant and refined atmosphere.
- La Taverna - A classical Tuscan restaurant in the shade of our medieval castle of Poggio alle Mura.
- Enoteca - The Enoteca/Wine Bar recreates the atmosphere of a true Tuscan wine shop where, alongside our estate still and sparkling wines, grappa, extra virgin olive oil and Condimento Balsamico Etrusco, are available numerous local artisan food and crafts.

Website: <https://www.castellobanfiilborgo.it/en/castello-banfi-il-borgo>

Wine Routes of Cyprus

The Cyprus Wine Routes offers visitors the opportunity to discover the various wineries and wine growing regions of the island, through 7 different routes. Each routes serves its own purpose and covers a different area. The routes take you through the valleys of indigenous grape varieties, landscapes, wineries, and villages. You can taste the local wines, experience local gastronomy, and learn about the process of winemaking from the local producers. The 7 routes are:

1. Commandaria Wine Routes: dedicated to the history and tradition of Commandaria wine – the island’s most ancient and famous wine – passing through the 14 Commandaria villages that go back to as far as 1192 AD.



2. Diarizos Valley Wine Route: you will go through unspoiled green landscapes and picturesque vineyard, discovering the lesser-known wine-producing region of the Diarizos Valley, located east of Paphos. The route passes 14 hilly villages and two wineries.
3. Krasochoria of Lemesos (Limassol) Wine Route: offers a visit to 20 wine villages (aka Krasochoria) of the mountainous Limassol area, and 16 wineries, producing various varieties – Xynisteri, Cabernet Sauvignon, Mataro, Grenache and Syrah.
4. Laona – Akamas Wine Route: you will go through rugged coastlines and little villages and discover the indigenous “Xynisteri” (white) grape as well as the grape variety of “Maratheftiko”. Visitors will also visit Akamas, a national park of great environmental and wildlife importance.
5. Mountainous Larnaka – Lefkosia Wine Route: comprises the mountainous areas of Larnaca and Nicosia, and passes through 1- villages, three wineries, museums, and workshops. The Routes focuses on different wine varieties – Chardonnay, Sauvignon blanc, Merlot, Cabernet, Assyrtico, Maratheftiko. You can visit the village of Lefkara, to learn about the art of handmade lace embroidered linens, and the village of Fikardou, to discover the oldest traditional wine presses in Cyprus.
6. Pitsillia Wine Route: explores the rural areas of mountainous Limassol, and explores 11 villages and two of the most well-known wineries. The Route focuses on the red grape variety of “Maratheftiko”
7. Vouni Panagias – Ambelitis Wine Route: includes a panoramic excursion into the inland landscape on the area of Vouni Panagias (Paphos). Includes 10 wineries and focuses on the local “Xynysteri” (white) grape variety that predominantly grows there.

Website: www.visitcyprus.com/index.php/en/discovercyprus/routes/wine-routes

Oenou Yi - Ktima Vassiliades

Ktima Vassiliades is related between the mountain peaks of Troodos, offering a view of mount Olympus. It aims to offer the finest taste and quality of wines, exporting to both domestic and international markets. The winery is a contemporary building, equipped with high technology. It offers two different tour packages that include guided tours to the winery and the vineyard, as well as tastings. The winery also includes a fine-dining restaurant, offering a menu that combines gastronomical tastes combined with the produced wines.

Website: www.oenouyi.wine

Vouni Panayia Winery

The Winery is one of the most modern wineries in Cyprus, and is located at the entrance of Panayia village. The winery includes is equipped with the latest technology, and has become famous because the unique grapes that grow in the area. Apart from producing wine, the winery offers a comprehensive experience to the visitor; first, an educational short film is shown, that indicated the entire process from planning the vines to bottling; afternoon, the visitor is introduced to a small traditional museum and a tasting room. Lastly, the winery includes a restaurant, where visitors can experience seasonal traditional cuisine.

Website: www.vounipanayiawinery.com



"Adopt-a-vine" – Tsangarides Winery

A winery in the Paphos area offers visitors the opportunity to adopt their own personal vine. The visitors may visit the vineyard, watch how their vine is pruned and learn the harvest process, and eventually, drink their own wine. By becoming member of the Adopt-a-Vine club, the visitors: a) have their name on a plaque on a selected vine, b) receive membership certificate that entitles them a 10% discount on the winery's purchases, c) are invited to pick the grapes their vines and receive, annually, a case of wine from their adopted vine.

Website: www.tsangarideswinery.com/adopt-a-vine.php?lang=EN

Aes Ampelis Winery

The winery was founded in the early 90s and is located in Kalo Chorio Orinis, in the Nicosia district. It is a two-level structure that includes modern wine-making facilities, an underground cellar for barrel and bottle aging, and a tasting hall. The winery is surrounded by a three-hectare vineyard, which is managed by using natural farming techniques. Visitors can take a winery tour, where they learn about the winemaking process, explore the vineyard and the inner working of the winery, such as fermentation and barrel aging.

Website: <https://aesambelis.com/>

Villa Vinifera Winery

Huddled in the heart of the mountains – Brestovitsa village, the winery was established back in 1936. It was built by a German architect whose name is lost somewhere in time, but the found archival drawings and documents confirm it and create a sense of professionalism. Its first name is "Misket". Since then the winery have never stopped working and always as a place for special clients and guests with limited edition wine. In the winery are working people who not only love their work but also live with the transformation of the liquid from must to wine.

The winery is proud with every bottle of wine that they produce. Their own vineyards enable the winery team to take care of the grapes in the best possible way thanks to their experience back in time, climatic conditions and geographical location of our land. The winery has arrays of Mavrud, Merlot, Cabernet Sauvignon, Muscat, Chardonnay, Traminer and desire to produce pleasure for your taste buds.

Website: <https://villavinifera.com/en/>

Mezek Winery

MEZEK Wine Cellar is a micro-winery with 10 tons of annual production. It is located in the village of Mezek, near the Greek and Turkish borders.

The idea behind the winery production is to revive the old traditions of wine production in their region. Their goal is to produce quality wine as close to nature as possible. As well as to show connoisseurs that good wine is produced in small family wineries, which in the developed world are actually the backbone of winemaking.

Website: <https://mezek.eu/>



Wine roads in Croatian Istrian County with Eco product filter

Regional Istrian Tourist board promotes a guide which welcomes tourists, in printed or digital version, searching for high quality wine or other local products. As they say: "When the love for the winemaking tradition is selflessly shared ..."

"Set off and discover the Wine roads of Istria and their many wine cellars where an unforgettable experience awaits you. And on your way back through the vineyards, intoxicated by the wine and the beauty of nature, don't forget to thank Dionysius for favouring the magical Istrian peninsula."

Website: <https://www.istra.hr/en/gourmet/wine/wine-makers>

Opinion, hints & useful advices from wineries' owners on "Why organic wine?"

The wine growers met during the implementation of the WINERA project all insisted on one point: **the choice of organic production is a philosophical and personal choice long before being a technical or commercial choice.** The relationship to nature, to the health of both the winegrower and the consumer, the desire for more authentic work, the search for technical and financial independence are all factors that motivate the path towards organic certification, and even more towards Biodynamics.

Also, the process that can lead to organic certification is above all a **personal journey made up of inner reflection, exchanges with peers and clients, and personal research.** In the case of Jean, a winegrower based in Carcès, in the Var (South Region - France), it is an evolution of more than 7 years which has gone first through efforts to reducing pesticides, then obtaining the "sustainable agriculture" label, and then organic certification.

Deciding to go organic must take time, including for a young winegrower who is starting out. Nothing worse than a hasty choice who's technical, commercial, but also financial and family impacts cannot be measured.

Viticulture: Why going organic?

Probably there is no one, at least in the "western world", who wouldn't have heard something about the organic food. Newspapers and magazines are full of organic food – their positive effects on human health, and on the environment, etc. Also Social Media is full of stories of people going "green"; people are sharing photos of healthy organic food of which the ones with more labels are the better. Now I am wondering whether those people really believe in organic food production or they just hit the wave and want to be trendy...

So, which are the motivations for small grape growers to convert into the organic production?

- *Health protection* - Winegrowers use a lot of pesticides to spray their grapevines, for example in France, the biggest wine producer country, there were even death cases of constant pesticide use in the vineyard. Therefore, the protection of winegrower's health is an important cause to go organic. In addition to that, most of the pesticides can absorb into the plant and consequently end up in wine, so minimizing the amount of residues in wine for consumers' protection is another plus of organic winegrowing.

- *Taste of the wine* - Nature friendly production, which promote “positive interaction between soil, climate and plants» is the only way to really taste the »terroir« of a wine.
- *Preserve the environment* - Organic growing promotes production of food in harmony with the nature, and helps to maintain the natural ecosystem balance. Use of chemicals in agriculture contaminates the environment, poisoning water supplies, and destroying soil natural fertility. The saddest thing is that vast majority of chemicals (99%) used in agriculture production contaminates the environment and only 0.1% of applied pesticides reach the target pests. While organic farming promotes responsible use of natural resources and treating which enables good health of the soil and reach biodiversity. Organic farming promotes genetic diversity of agricultural crops which has been lost in the past few decades with intensive monoculture farming. With crop rotation between the rows in the vineyard, you can reduce the need for pesticides use and improve soil fertility.
- *Ethical reasons* - Lots of people decide for organic production because of their inner believes, such as respect to the environment, desire for zero pollution production, respect for flora and fauna, biodiversity preservation and/or their human link to the land.
- *Financial profitability* - Another, little less “green” motivation for going organic is also the fact that more and more consumers care for the environment and quality of food they are eating. And they are also prepared to pay a little bit extra money for that. Global organic market is rapidly growing and it reached 72 billion US Dollars (cca. 55 billion euros) in 2013, and continues to rise. In addition, many countries have some kind of subsidies which encourage farmers for the transition to organic.

Even though the financial part of organic viticulture seems appealing, it cannot be the only reason why winegrowers convert into organic production. Depending on the amount of work which increases when switching to organic production, it is important that farmers really believe in it and understand all of the positive effect on the environment, health and future that organic production brings; otherwise, there will be just a struggle with all of the rules and paper work of organic labeling. There is no better thing than working something you believe in and it makes you happy.

Sources: About organic wine; SudVinBio

Now, let’s see what the wineries’ owners can tell you about going organic – quotes from the WinEra piloting:

Bodega Cámbrico: Why organic?

We take care of our vineyards in an ecological way using only natural treatments. Both the vineyard and the production of the wines are certified by the Council of Ecological Agriculture of Castilla y León CAECYL.

Regardless of the administrative procedures that are required and the small commercial repercussions that having the organic wine certification entails, Cambrian is part of the Sierra de Francia Natural Park and we understand that a culture that is absolutely respectful of the environment is the way it should be to work, especially in this environment.

On the other hand, we want to offer our clients the best that the earth gives naturally. The absence of synthetic chemicals in our vineyard and consequently in our wines makes them more pure. In Cámbrico we have as one of our main objectives to conserve the nature of the Sierra de

Francia and its biodiversity. In the vineyard we maintain all the life of the soil and the environment. We only cultivate native varieties of grapes such as Rufete, Calabrés or Rufete blanca.

Menade: Why ecological?

Recovering our ancestral viticulture while simultaneously and sensibly availing ourselves of technology that suits us, making 'eco-logical' wines in the spirit of our first generations and trailblazing for those that follow.

Our key aim is that tradition and technology work in unison and that our vines be truly cosseted. We therefore work in tune with the environment, using the many natural resources available, and exercise 'healthcare' on the basis of proven, age old practical cultural conditions.

Therefore, we use no chemical treatments opting instead for a natural approach consisting for example of plant-based infusions (nettles, cinnamon...) or whey, which are kinder on the soil, plants and naturally occurring yeasts.

In a similar way, the insect population that teams in our soils far from being our enemies are trusted allies that help us ward off pests. When a problem arises therefore – let us take the example of ladybirds and red spiders – we attract the latter by spraying the problem area diluted vanilla, and once they have feasted and done their job we re-spray with a diluted vinegar infusion which persuades them home to chill out in their 'hotels': a series of pollination gardens consisting of a profusion of aromatic plants where both insects and lizards co-exist in harmony.

Our vineyard ecosystem also includes a series of mobile trees and bushes whose long term purpose is to teach us. These are beneficial in our many different vineyard parcels to build on our biodiversity; and our polyspecific garden, which is the first thing you see when you visit us, now boasts more than 40 species that are native to Castilla y León and hums with life all year long.

All these measures play an important part in our wines, for not only do they taste good but they make you feel good and they are both allergen and histamine free.

Our labelling announces that we are ecological and organic but it's nice that we're truly green and natural into the bargain.

Bodega Negón, Why organic wine?

After an accredited experience as a winemaker in wineries of non-organic production, sensitized by the destruction of nature and the repercussions of chemical and phytosanitary products have on health; for example, the appearance of new allergies.

I decided to take the step because I considered that one must learn from nature and from the natural processes of cultivation and elaboration. I believe that there are two profiles of winemakers (chemists and agronomists) who want to increase production and so alter the process time by economic criteria.

Hints for the vineyard:

- Prepare the soil.
- Promote microorganisms
- The herbs aren't a problem, they integrate into the vineyard and favor the microorganisms in the soil. The soil becomes strong in the face of drought.

- We produce long aging wines, since time is our maximum ally and the key to the quality and uniqueness of our wines. Respect for the natural cycle requires both the development of grapes in the field, and the process of elaborating our wines.

Hints for wine making process:

- Time is the essential factor
- We have observed that the virtues of Negón wines are the result of a natural process which is based on patience and time.
- Time is the thread that unifies the traditional winery project. It's a process that goes back to the roots of those who developed artisan processes.
- Natural fermentation
- Three year old wines
- Forty months in barrel
- Another important factor in the elaboration is respect. Respect for family, history, nature, etc. The wines reveal a philosophy of respect for the natural cycle of the grape, for the care of the "terroir" and the artisan process of elaboration.
- I consider biodynamics as a philosophy of life that helps the winegrower to have a better understanding of the land and nature.

Mr. Aggelos Tsangarides, a winemaker based in Cyprus: Why organic wines?

Generally, in organic production, producers do not use any chemical fertilizers or sprays. This process should last for 3 years, in order for the soil to become "clean" from any chemical ingredients, and in the 4th year, you become certified by an authorized body.

There are many important benefits when it comes to organic production. Although producers do not seek a massive production of wine products (since the organic product market is much lower), they do seek quality. That is, organic production bring the following benefits:

- *Environment:* this is among the most important factors that producers consider. One of the main differences between organic and conventional wine is that, in organic farming, farmers avoid several additive and sulfites, therefore protecting the vineyard. There is a lot of damage caused when applying chemical fertilization and spraying; therefore, by going organic, you protect the environment and biodiversity. In addition to that, since producers avoid using chemicals, the final organic wine product is also much healthier for the consumers.
- *Quality:* when applying the appropriate "organic rules and measures" in the vineyard, winemakers are still able produce good-quality wine, even without the use of chemicals and sprays. Organically grown grapes are usually more resilient to the various pests and insects that could penetrate the fruit's health and attract diseases; therefore, the grape itself has greater durability, because no hormones or other ingredients are used. Sometimes, even, the winemaker can produce an organic wine that has greater quality than a conventional one, as well as better taste.
- *Price:* this factor might both jeopardize and benefit the producer. That is, when comparing a good-quality conventional wine and a good-quality organic wine, a typical consumer might not be able to notice the differences in terms of quality and taste. That could be one main reason to spend more money on an organic product rather than a conventional

one, considering the many benefits this selection brings to the consumer's health and the environment. On the other hand, since the organic wine is typically more expensive, the available market is lower, and thus the availability of organic bottles produced.

Successful case studies/examples of organic wine making, organic wine promotion and sale

The French association "vins S.A.I.N.S".

The objective of this association, which is today structured in France around sixty winegrowers and is starting to develop at European level, is to totally ban the use of additives and inputs, and in particular the addition of sulfites. The association has established a charter of good practices, which notably stipulates the following criteria:

- Whatever the practices (tillage, natural grassing, etc.) and labels, a winegrower from the Association des Vins S.A.I.N.S. inevitably picks up 100% of its wine activity from ripe grapes, manually and free from all synthetic and molecular chemicals.
- The optimal food quality of the grapes is the requirement of the Association des Vins S.A.I.N.S.
- The transformation of the material "grape juice into wine" takes place naturally and only by the action of yeasts and indigenous bacteria.
- At any time in the different fermentation processes and bottling, the wine grower never uses laboratory products or technologies aimed at accelerate the stability or modification of juices.
- Sulphites and other wine inputs, on 100% of the wine activity, are therefore not used.

Website: <https://vins-sains.org/category/La-charte/English>

MillésimeBio

MillésimeBio, an international fair exclusively dedicated to organic wines has been created and organised by Sudvinbio, Occitanie trade association of organic winegrowers. MillésimeBio is the largest professional fair dedicated to organic wines in France.

The strong points of Millésime Bio:

- A 100% organic offer
- A good-value-for-money and efficient trade fair
- "Turnkey" stands, all equal. Only the wine makes the difference!
- Restricted exclusively to trade visitors
- Self-service wine-tasting areas (enoteca & Challenge Millésime Bio award-winning wines)
- Wine market and technical seminars
- Masterclasses

Each exhibitor has exactly the same equipment to present their wines: a counter, two chairs, a spittoon, tasting glasses, ice and a display. It is a question of judging and comparing wines, and not all the techniques of wine exposure! Here, all exhibitors are on an equal footing to present



their products. The stands are not grouped by region or appellation but randomly distributed. This feature of Millésime Bio is a deliberate wish of the organisers to promote encounters and curiosity. This may seem confusing at first, but the signposting and reception staff are there to guide you through your tasting journey. The vast majority of exhibitors are able to present the newest of the vintages of the year.

Before the trade show, the organisers have strictly checked the compliance with legislation of all exhibits. The wines presented are all certified organic. Each exhibitor must provide copies of certificates of conformity with the organic production method issued by an accredited certification body for all the wines presented.

Flavoured drinks made from organic wine, beer, cider and spirits are also acceptable for tasting, which must comply with European regulations for organic products. A dedicated tasting zone is provided for these beverages. Sudvinbio mandates Ecocert to check the compliance of the wines and other beverages presented with the organic regulations.

Website: www.millesime-bio.com/en

Vivino - Buy the Right Wine

Vivino is an online wine marketplace and wine app, available on Android and Apple devices. It was founded in 2010, and as of 2019, it comprises of a large wine database with different wines, and attracted nearly 35 million users. Through Vivino, users can shop wine bottles that are delivered to them, read wine reviews, and discover the various wine varieties and products that exist. Users can search for wines according to region, and discover which wine varieties are best paired with different food and ingredients.

Website: www.vivino.com

Naked Wines is an online UK-based wine retailer aiming to support independent winemakers from around the world. Users can browse and order their selected wines, as well as find information about the products and the winemakers. The app also offers wine reviews and rates, while users can also directly communicate with the winemakers for more information.

Website: <https://www.nakedwines.com/>

Great Wine Capitals is an online global network aiming to showcase the finest wine regions in the world. It is a global guide to international wine tourism opportunities and travel experiences. The website offers top wine destinations, developed by an international panel of experts, focusing on eleven cities and wine regions around the world. It also includes a news section related to various wine events, festivals, and unique products.

Website: <https://www.greatwinecapitals.com/>



Spanish organic wines association (SOW)

SOW is an initiative that comes from the organic wine sector itself. For the moment, organic production is not in sufficient demand on the domestic market to limit its commercial effort. The export vocation of the sector is therefore almost a necessity. Since most of the wineries are small and medium sized family businesses, the task of exporting absorbs an amount of economic and human resources that not all wineries can afford.

Group participation, by significantly reducing the costs per winery, allows them to attend forums (fairs, exhibitions) that would otherwise be inaccessible. For this reason, a group of wineries decided in 2014 to create the association Spanish Organic Wines, which is the tool with which the associated wineries organize their attendance to those forums that the group itself considers interesting for the promotion and marketing of its wines.

Website: www.spanishorganicwines.com/es

Ecoracimo is an International Organic Wine Competition Ecoracimo, organized by the Association Ecological Value Ecovalia, is a pioneer in its sector and every year rewards the best organic wines in the world. The competition, with a strong international character, which brings together a wide range of tasters, stands out for the prestige of the tasting panel which, coupled with the extraordinary quality of its samples, makes it a reference in the sector. The main objective is to support the development of organic production, promoting and enhancing the value of organic wines, enhancing their development and in turn promoting knowledge of the sector. With Ecoracimo, Ecovalia encourages and promotes the organic wine sector by increasing the consumption of these products, providing an added value and recognition with these awards. In addition, the participating producing companies are made known, with the mentions of these awards, with the objective of contributing to increase their presence in the market of the organic products putting in value the quality and prestige of these.

Website: www.ecoracimo.org

Vintage Roots - It is the UK's leading organic wine merchant, operating since 1986. Vintage Roots focuses exclusively on organic products, including wine and other spirits.

Website: <https://www.vintageroots.co.uk/>

Vino-Bio - Vino-Bio is a website platform dedicated to natural wine. Specifically, the website offers information about Italian organic and biodynamic wineries and wines. It is a "map" for users to discover winemakers and contact them, to learn more about organic and biodynamic viticulture. Vino-bio offers descriptions of the various winemakers in Italy, categorized in regions and wine types, while is also includes news about various events, publications, fairs, etc.

Website: <https://www.vino-bio.com/>



Organic Wine Company - The aim of the Organic Wine Company is to promote organic viticulture, thus enhancing the health of customers and protect the environment. All of the wines offered by the Company are vegan, gluten-free and GMO-free, as well as certified as organic. Visitors of the website can shop organic wine, and learn more information about organic winemaking, vegan grapes, the use of sulfites and pesticides, etc.

Website: <https://www.theorganicwinecompany.com/>

Viveat – It provides products with a digital identity, enriching the wine-loving purchase experience and traceability through smart tags (QR-code or Nfc tag) that, if framed with the mobile phone, gives access to information and Multimedia content on the product. The winemakers, on the other hand, receive information about users, with the possibility to deliver targeted offers. For data transmission and certification of their source, startup also uses blockchain technology.

Website: www.viveat.com

Winedering – Winedering is a kind of Wine TripAdvisor and is the first international online platform to deal exclusively with Winemakers and Wine Tours. The mission is to offer a powerful and reliable marketing tool based on the reviews of the wine lover. Winedering is completely free and very easy to use for winemakers, as the business is focused on wine tours, the so called wine tourism.

Website: www.winedering.com

Wenda – It implements an IoT solution for the quality and authenticity of wine bottles over time. A device monitors key storage and traceability data that can be accessed through the App or Digital Platform. The solution is scalable to most perishables goods, food and others. The startup was established in February 2015, in Bologna by the passion of young ambitious and more experienced professionals, the CEO is Antonio Catapano.

Website: www.wenda-it.com

Enolò – Enolò is a technology platform for B2B that exploits the new technology opportunities to offer advanced communications, marketing, and logistics services to develop trading activities for winemakers and retailers. In particular it is aimed at bottled wine producers of any business dimension, Horeco, wine bars, wine shops, purchasing groups, associations. The technology platform of Enolò is proprietary, divided into a number of modules and management applications through which the user can access a connected and integrated marketplace with the main social channels, manage trading, communication activities and logistics and many more.

Website: www.enolo.it



Horta – It has developed a platform of systems to support decisions on intelligent crop management (eg identifying essential parameters for farming from rain to soil properties) in order to provide farmers with specific indications on techniques to be adopted. Target are producers of cereals, wine grapes and table grapes, olives, fresh and shell fruit.

Website: www.horta-srl.it

Proxentia – It is developing a line of products to be used directly in production or storage sites, with minimal human intervention in three key areas, namely wine, milk and cereals. The aim is to provide information on key aspects related to the safety and quality of the products of the food farming chains. A reader, a set of disposable cartridges and mobile software that can serve an “ID card” of the delivered product.

Website: www.proxentia.com

VINO75 is an online wine shop offering a large variety of wine from the leading Italian and foreign wine brands supporting the choice of award-winning wines and top wines, daily special offers and exclusive promotions. Italian and foreign wines, award-winning wines, shipment in special package. Delivery 48 hours (not for all wines). Nana Bianca was its incubator and in 2017 gave rise to new 1.5 million investment; in 2016 received an investment of 250,000 euros and signed an agreement with Alibaba to sell within the Chinese market. It's the first Italian e-commerce company to sign an agreement with the Chinese giant.

Website: www.vino75.com

Tannico – The best selection of Italian wines at a discounted price (flash sales). About 9000 labels, from extremely rare to niche ones, 1500 wine cellars, unbeatable offers on fine wines. Shockproof and temperature resistant packaging. Founded by Marco Magnocavallo, a serial digital entrepreneur, this startup has already raised over 5.5 million euros, but above all the market rewards it: Customers are over 50,000 and bottles sold over 500,000 per year. Since its foundation to date, Tannico has doubled its turnover: according to forecasts, revenues for 2017 will reach over 12 million euros. Tannico holds a fee between 25 and 40 percent on the sale and manages to deliver the bottles within a day's time in Milan and in 24 hours in the rest of Italy. A warehouse of over 2000 square meters is near Milan and another one is in the UK.

At the latest VinItaly Tannico launched WinePlatform, an e-commerce platform for foreign customers wishing to buy directly from winemakers, for which Tannico' service is basically solve any bureaucratic issue linked to shipments. Moreover Tannico has a specific Ho.Re.Co. line designed for shops, traders and hotels and has developed a platform (Tannico Intelligence) for big data analysis, dedicated to b2b namely wineries and consortia, an example whereof is this analysis presented at the last VinItaly. It is a leader in the Italian market: every 10 bottles sold online, 3 are delivered by Tannico.

Website: www.tannico.it



Wineowine – The startup offers online sales of premium wines selected from small winemakers, that the website enhances through an emotional path. The company's business is not just the sale of wine: it begins by trying to make wine producers aware of e-commerce. The business model is based on flash sales and the company also owns a patent for innovative packaging.

Founded by two young guys from Abruzzo Eros Durante and Federico De Cerchio, Wineowine, headquartered in Rome and Berlin today, has more than 100,000 members and 200 partnership with winemakers, raising 1.5 million euros of venture capital funds to date, and planning to sell more than 200,000 bottles in 2017. Activities in Germany started three months ago and already worth about 10% of the overall value.

Website: www.wineowine.com

ViniExport – Viniexport.com is an e-commerce B2B trading platform: the logical approach of the website is in terms of designations of origin and not just single label. Thus the market is "blind" namely producers and buyers do not know each other until the transaction is closed. Thanks to this mechanism, the market is fair: there is no cronyism linked to the reputation of the label; only the designation of origin and the producer's price-quality ratio are important.

In summary, Viniexport.com replicates on a global scale the stock market mechanism with which the wine and alcohol buying monopolies of Scandinavia and Canada have been operating for decades.

Website: www.viniexport.com

Winelivery – Your favorite wine delivered right away! The focus of this startup is on immediate delivery, in 30 minutes, currently in Milan only. Crowdfundme.it hosted a recent campaign worth 150,000 euros, with a final score of 1.2 million. Founded by two friends under 30, Francesco Magro and Andrea Antinori, inspired by the US Minibar Delivery app, the company quickly became fast growing, reaching growth rates of 200% per month. The selection includes over 1500 labels of wine, craft beer, industrial beer, liquor, spirits, cocktail kit ...

Website: www.winelivery.com

The Winefathers – Wine lovers can consider simplistic just buying and drinking it. The idea of this startup is to have a different impact on the wine industry: The Winefathers is the one and only website that allows those passionate about wine worldwide to support Italian vintner, economically contributing to the realization of their wine project (for example, produce an unforgettable Barolo). Basically, it's a sort of crowdfunding reward. Of course, you can even buy wine!

Website: www.thewinefathers.com

Svinando – This startup, born in Turin in 2013, has suggested from the outset the idea of the online Wine Club, based on a model of flash sales for quality wines, mainly from small producers, often precious bottles otherwise unlikely to be found, chosen one by one, by a team of experts,



and delivered to your home. The mechanism is that of private sales – sales organized as events, limited in time and quantity available – enriched by a strongly editorial approach. Thirty-year-old team led by Riccardo Triolo.

Website: www.svinando.com

Xtrawine – Wine shop, wine club, sale of wine, nothing is missing. According to date of birth Xtrawine is probably the forerunner of wine startups, having started its business in 2008 thanks to the cooperation and enthusiasm of a group of friends’ sommelier, and IT entrepreneurs, driven by their passion for good wine and confidence in the making of the internet. It currently works throughout the EC and in most other countries. Xtrawine offers wines in the best Italian and international guides, French Champagne, accessories. Thanks to a sophisticated filter system the website perfectly helps the user when choosing among tons of labels.

Website: www.xtrawine.com

Vino à porter – Artificial intelligence and experience-based marketing for the enhancement and sale of wine is what this very young startup deals with, whose co-founder Marco Piazzalunga we have recently interviewed. The startup was founded in Milan by three under 30, Matteo Parisi, Marco Piazzalunga and Lorenzo Moro, aiming to “simplify the world of wine”, giving users the opportunity to find a wine suitable for their tastes and different occasions, in a smart way, relying on an AI algorithm, with a virtual sommelier that, through some questions finds the product to be recommended.

Website: www.vinoaporter.com

Vinix – Wine social commerce, ie purchasing groups. Users can join the team and buy wine directly from the wineries, with discounts ranging from 10% for very small groups up to 50%. Shipment, as in all purchasing groups, is made only to the team leader. In short, the more you are, the more you save.

Website: www.vinix.com

Callmewine – It is an online wine shop, with a collection of 3300 labels (white, red, sparkling and champagne) and 500 spirits. It offers discounts without focusing on low prices only, but rather on selections (from biodynamic to wine in jar) and quality.

Few frills, plenty of variety, refined products, but not necessarily grand-at-all, known wineries and many small producers with wines difficult to find, pretty complete information.

Website: www.callmewine.com

Viniamo – It’s a communication and marketing startup from two main partners, Twelve and Digital Magics, a communications and marketing company operating since 2008 in the e-commerce sector and the well-known digital project incubator respectively. The idea is to propose



wine in a new, contemporary, more-youth oriented way, creating a simple experience like finding a song on Spotify. In fact, wine selections are sold just like playlists.

Website: www.viniamo.it

CLAI WINES in Istria Croatia - "Nature in your glass"

The estate lies in Istria, in a small village Krasica, south of the town of Buje in northern part of Istrian peninsula, close to Slovenian and Italian border. The property encompasses 10 hectares of vineyards and 5 hectares of olive trees. Around 200m above sea level, the vineyards enjoy plenty of sunshine as well as cool and salty sea breezes coming from Adriatic some 10 km to the west. The soil is limestone flysch – its low fertility and good drainage provide the perfect amount of stress for our old vines. The principal goal is to enhance the terroir. After coming to the cellar, the grapes are vinified in a natural way, with spontaneous fermentation on the skins and without the addition of enzymes, selected yeasts or malolactic bacteria. The wines are mellowed in wooden barrels of various sizes, with a long stay on the lees. After nearly two years the wines are bottled without micro or sterile filtering.

CLAI wines provide tastings of wines, olive oil and grappa combined with small bites varying with the season and served with a discussion of their vineyards and wine philosophy. On the webshop each wine is described by the analytics, vinification and tasting notes.

Website: <https://www.clai.hr/>