wine2wine
business forum

7-8 NOV 2022

Sharing Business Ideas

A product of vinitaly verona fiere

In collaboration with be Ministero degli Affari Esteri e della Cooperazione Internazionale ITA ITALIAN TRADE AGENCY

How to Stand Out to Consumers and the Media...

When Everyone Else Tells Exactly the Same Italian Wine Story

I’m about to do what I was not supposed to do.

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Root Cause Analysis

THE RITZ-CARLTON

Switzerland
Austria
Hungary
Trentino-
Alto Adige
Friuli
Venezia
Giulia
Valley
d'Aosta
Aosta
Trento
Slovenia
Lombardy
Veneto
Milan
Trieste
Po
Turin
Venice
Piedmont
Po
Croatia
Emilia Romagna
Liguria
Genoa
Bologna
France
Bosnia and
Herzegovina
Monaco
Ligurian
Sea
Florence
San Marino
Ancona
Adriatic Sea
Tuscany
Marches
Perugia
Umbria
Corsica
Tiber
L'Aquila
Abruzzo
Vatican
Rome
Lazio
Molise
Campobasso
Apulia
Campania
Bari
Naples
Sardinia
Tyrrhenian Sea
Potenza
Basilicata
Cagliari
Calabria
Catanzaro
Mediterranean
Sea
Palermo
Strait of
Sicily
Sicily
Ionian Sea
Tunisia
Malta

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WHY

WHY

WHY

WHY

WHY

FOUR SEASONS
GEORGE V

1. WHY DO YOU MAKE WINE?

2. WHY DO YOU LOVE WINE?

3. WHY DOES WINE MAKE YOU HAPPY?

4. WHY ARE MEMORIES OF WINE AND FAMILY SO IMPORTANT TO YOU?

5. WHY DO YOU FEEL LIKE YOUR HOME IS DISAPPEARING?

NOW **THAT** IS A STORY.

Image of happy Stevie Kim

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1. WHY DO YOU MAKE WINE?

2. WHY HAS YOUR FAMILY BEEN MAKING WINE FOR GENERATIONS?

3. WHY ARE YOU PROUD OF YOUR HERITAGE?

4. WHY ARE YOU PASSIONATE ABOUT THIS WAY OF LIFE?

5. WHY DO THIS JOB INSTEAD OF ANY OTHER JOB?

IF YOU ASK ONLY ONE “WHY” QUESTION, LET IT BE THIS ONE.

NUMBER FIVE:

WHY DO THIS JOB INSTEAD OF ANY OTHER JOB?

“Because you start to be relevant to people, through the wine.”

“Because I can impact climate change in our part of the world, through our sustainability efforts.”

“Because wine is how I express myself.”

“Because I see how the idea of Italian wine, in consumers’ minds, is changing.”

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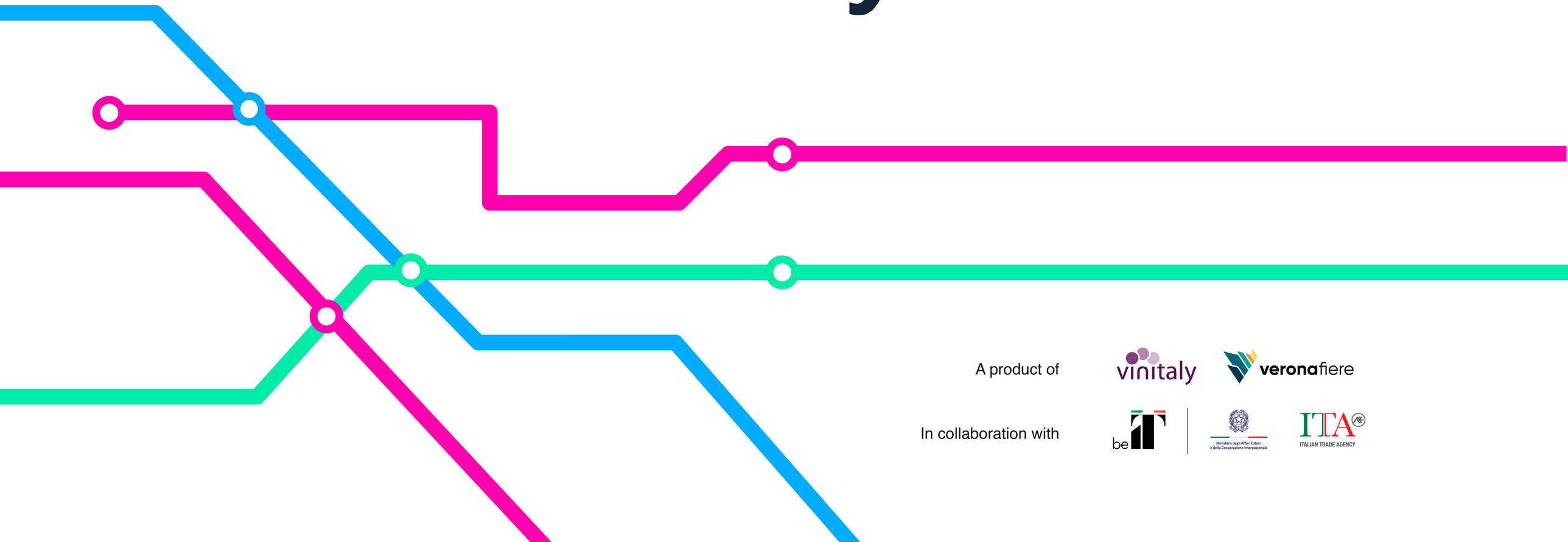
Thank you!



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Ideas

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