



Press Release  
For Immediate Release

Italian Wine Podcast  
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## ***Italian Wine Podcast* celebrates 300<sup>th</sup> episode with expanded content and daily programming.**

First airing in March 2017, the *Italian Wine Podcast* has entered its third year of broadcasts and is set to publish its 300<sup>th</sup> episode on Tuesday, May 5, 2020. Originally conceived as a series of audio interviews of wine producers at the OperaWine event in Verona, Italy, the program has expanded its range to include key players in the Italian wine industry from around the world. Programming is currently scheduled every Monday, Tuesday, Wednesday, and Friday, with a Thursday segment in development. New content includes a series of video interviews (vlogs), deep examinations of individual grape varieties, a guest blog, and regular question and answer sessions with vine geneticist Professor Attilio Scienza. While *Italian Wine Podcast* material generally airs in English, some Italian language episodes have been added, along with transcripts and translations. The program continues its aim to inform, educate, and entertain its audience with content for wine professionals and casual listeners alike.



Michelle Erland (top left), Account Executive with Colangelo & Partners Public Relations, and Matteo Ascheri (center), president of the Barolo Barbaresco Alba Langhe and Dogliani Protection Consortium, share a cin cin between New York and Piedmont in the new #iobevoacasa – LOCKDOWN SERIES.



*History:* The *Italian Wine Podcast* originally began as a series of English language audio interviews conducted by wine writer Monty Waldin and featuring producers at Operawine in Verona, Italy. The first episodes aired in March 2017. Host Monty Waldin enjoys finding out what makes guests tick and tries to paint vivid pictures for his listeners saying “...podcasting [is] the ideal medium for the wine industry which often seems so distant and perplexing but which really yearns to be understood, by laying bare its secrets and intricacies.” Now in its third year of regular broadcasts, the show will publish its 300<sup>th</sup> episode on Tuesday, May 5, 2020.

*Programming Lineup:* *Italian Wine Podcast* episodes have typically launched on Tuesdays and Wednesdays and, over time, the guest list has grown to include personalities from around the world including educators, influencers, and businesspeople—all with ties to Italian wine. Vine geneticist and Vinitaly International Academy (VIA) Chief Scientist Attilio Scienza appears regularly on the show for dedicated educational episodes that explore specific Italian grape varieties. Now in its third year, the project has expanded to include a series of video interviews on Mondays as well as question and answer sessions with Professor Scienza on Fridays. Listeners will soon be able to access a new Italian wine guide in audiobook form, narrated and released in series on Thursdays.

*Italian Wine Essentials:* Professor Attilio Scienza, VIA Chief Scientist, makes regular appearances for a rigorous examination of Italian grape varieties. These educational episodes are grouped into an *Italian Wine Essentials* playlist geared towards serious Italian wine scholars. As Monty Waldin’s discussions with Professor Scienza are originally recorded in Italian, dubbed companion versions are also recorded in English with Wine & Spirit Education Trust (WSET) educator, Dr. Rebecca Lawrence, playing the voice of Professor Scienza. Both Italian and English transcripts are made available on the *Italian Wine Podcast* official website.

*#iobevoacasa – LOCKDOWN SERIES:* In early 2020 the *Italian Wine Podcast* and Colangelo & Partners teamed up to bring VIPs of the beverage and hospitality world and Italian wine icons together for short, lighthearted video interviews that look at how they are coping while quarantining at home. This series features food and wine, gives viewers an unprecedented look into the lives of industry leaders, and likely holds surprises for viewers. *#iobevoacasa – LOCKDOWN SERIES* episodes air at 2:30 PM CET each Monday.

*Everybody Needs a Bit of Scienza:* Professor Attilio Scienza returns to the *Italian Wine Podcast* on Fridays for the series *Everybody Needs a Bit of Scienza*. While Professor Scienza is an expert in his field and well known throughout Italy, his knowledge and insight are not necessarily readily accessible to the rest of the Italian-wine-loving world. Hence this segment, designed to provide the Professor’s unique take on vines and wine. VIA community members write and call their questions in to the show, and the Professor’s answers are recorded. Stevie Kim, Managing Director of Vinitaly International, joins the Professor in the podcast booth, to try keep answers lighthearted and succinct. Translations are then provided thanks to the VIA community, and these are collected in a series of guest blog posts on the podcast website.



Stevie Kim (left), Managing Director of Vinality International, and Professor Attilio Scienza (right), Vinality International Academy (VIA) Chief Scientist, answer questions from VIA community members in the series *Everybody Needs a Bit of Scienza*.

*Jumbo Shrimp Guide to Italian Wine: Italian Wine Podcast* listeners will soon get early access to the new *Jumbo Shrimp Guide to Italian Wine*, in audiobook format. The book, planned for release from Positive Press in 2020, will air in a series of Thursday segments, narrated by Joy Livingston, beginning in May. Listeners can expect a brief history of Italian wine, a journey through the Italian regions, and recommendations on must-try Italian wines.

Year three of the *Italian Wine Podcast* includes new contributors and expanded programming, allowing for a diversification of audience. Content such as *Italian Wine Essentials* episodes will cater toward those desiring a deep dive into Italian grape varieties while, on the other end of the spectrum, #iobevoacasa – LOCKDOWN SERIES vlogs will appeal to the more casual listener. Creator and Host Monty Waldin continues to provide the backbone of the *Italian Wine Podcast* with regular interviews, while the conversation continues to expand and add new voices.

About: *Italian Wine Podcast: Cin Cin with Italian Wine People!* is a podcast project dedicated exclusively to the Italian wine world. Wine writer Monty Waldin uncovers the unique Italian winemaking tradition in conversation with some of its key protagonists. *Italian Wine Podcast* aims to inform, educate, and entertain listeners regarding Italian wine. *Italian Wine Podcast* is available on [SoundCloud](#), [iTunes](#), [Spotify](#), [Stitcher](#), [XimalayaFM](#) (for China), and on the official [website](#). Listeners interested in providing feedback about the show are encouraged to access a [demographic survey](#) on the podcast website. [Donations to the show](#) are welcomed and help fund a portion of the show's equipment, production, and publication costs. To [advertise on the show](#), please request a prospectus and/or customized advertising plan from [info@italianwinepodcast.com](mailto:info@italianwinepodcast.com).