



Italian Wine Podcast
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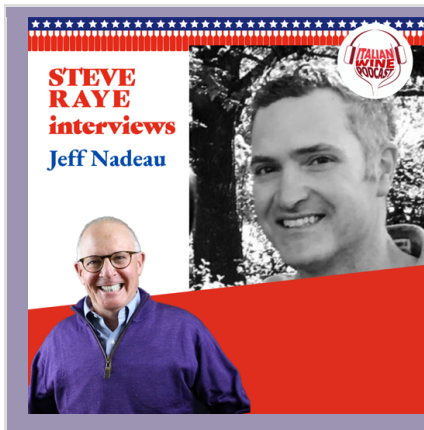
Press Release
For immediate release

Wednesday, July 7th, 2021

Italian Wine Podcast: 1 Million+ Listens! A gift from 4 Years of Great Shows – Happy Birthday!

Happy birthday to the Italian Wine Podcast! For four years the Italian Wine Podcast has been focused on informing, educating and entertaining, resulting in over 1 million listens all around the world and a new sponsor FerroWine. The podcast sparks conversations by connecting the Italian wine community with winemakers, edutainment materials and the world of wine business, sharing these conversations in several accessible formats.

First airing in March 2017, the Italian Wine Podcast (IWP) has entered its fourth year of broadcasting and will publish its 605th episode on July 7th, 2021. Originally conceived as a series of interviews with Italian wine producers at the OperaWine and Vinitaly events in Verona, Italy, the program has since expanded to include key players in the wine industry from around the world. In 2021 Italian Wine Podcast began publishing five episodes a week allowing it to showcase more content and reach a wider audience.





Italian Wine Podcast Episode Snapshots of this Week

The Italian Wine Podcast channel has achieved 1,049,791 streams on SoundCloud, 23,700 on Ximalaya and 25,230 on Spotify. The high-quality content speaks for itself, so happy birthday to us!

MONDAY: How to Get US Market Ready with Italian Wine People.

Hosted by Steve Raye, author, President and CEO of Bevology Inc. and longstanding host of IWP's season 3 show, Let's Get US Market Ready, this show is a natural continuation of his previous series. This time Raye moves from narrations of his book into interviews with wine industry professionals who convey their own experiences, having navigated through the world of business and the Italian wine industry in the US.

TUESDAY: Biodynamic and Organic with Monty Waldin

Wine writer **Monty Waldin** interviews Italian Winemakers and Viticulturists practicing biodynamic and organic viticulture. Waldin is the longstanding host of Italian Wine Podcast and initially got interested in environmentally conscious wines as he and his family used to grow their own organic vegetables. He became the first writer to specialize in organic and biodynamic wines and has since published multiple books on the subject. According to Monty Waldin, "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."

WEDNESDAY: Voices by Rebecca Lawrence

Dr. Rebecca Lawrence has worked as a wine educator and communicator for more than a decade. Lawrence is a passionate advocator for change within the industry. When asked about these interviews Lawrence said, "we want the series to focus on not only what *has* happened in the industry, but what *is happening*, to give a platform to the many voices that make up our community." The aim of the series is not simply to focus on the many issues under the umbrella of diversity and inclusion.

THURSDAY: Special Episodes

Stevie Kim, Managing Director of Vinitaly International, travels to Italian wine regions visiting and interviewing wineries. Each visit is split into 3 to 5 episodes allowing the listeners to look forward to something more. Her recent visits include Pio Cesare in Piemonte.

Marc Millon, food, wine and travel writer, also guested in the Thursday slots following the Giro d'Italia. In the episodes he narrates the 21 stages covering every city and region that the Giro passes through with colourful connections to the historical food & wine culture.

FRIDAY: #everybodyneedsabitofscienza

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 Friday segment, designed to provide the Professor's unique take on vines and wine. Italian Wine Community members submit their questions to the show, and the Professor answers. Stevie Kim joins the Professor in the podcast booth, to try keep answers lighthearted and succinct (a lost cause!).

SATURDAY: Saturday Clubhouse Specials

Italian Wine Club and Wine Business are Clubhouse rooms created and moderated by Stevie Kim. Respectively, Wine Business has 1,300 followers, and Italian Wine Club 1,900 followers. These sessions are recorded and uploaded to Italian Wine Podcast to reach more listeners. The topics vary from wine markets, grape varieties, wine styles, and trends discussed by recognised Italian wine personalities including Gabriele Gorelli MW, Pietro Russo, Andrea Lonardi and more.

Another summer special will be aired this week called, Ambassador's Corner. Italian Wine Ambassadors and Wine Lovers get a chance to interview their favorite producers. This 30-minute episode gives a free hand for the interviewee to ask any questions to the producer and is left open ended for listeners participate.

DONATE NOW

IWP ensures high quality free content for each episode. The channel is open to donations to help offset its operation costs as it aims to consistently provide content, stories and information to the Italian Wine Community around the world. The channel has recently been sponsored by Ferrowine, Italy's largest wine shop since 1920. Ferrowine has generously provided the Italian Wine Podcast with t-shirts and supporters can donate 50 euros to get the new shirt designs and also a copy of our newest book Jumbo Shrimp Guide to International Grape Varieties in Italy, plus some fun merchandises, Contributors can find more info by visiting at Italian Wine Podcast.com and clicking on the donate page (<https://www.italianwinepodcast.com/donate-to-show/>)

About: the *Italian Wine Podcast: Cin Cin with Italian Wine People!* is a podcast project dedicated exclusively to the Italian wine world. The program uncovers the unique world of Italian wine in conversation with some of its key protagonists from all over the world. *Italian Wine Podcast* aims to inform, educate, and entertain listeners with content for wine professionals and casual listeners alike. Content includes interviews by organic and biodynamic wine writer Monty Waldin; interviews focused on women in the wine industry, hosted by Rebecca Lawrence DipWSET; chats between influencers, educators, and entrepreneurs in the wine world; deep examinations of individual grape varieties; a guest blog; Q&A sessions with vine geneticist Prof. Attilio Scienza, and audiobooks. *Italian Wine Podcast* is available on SoundCloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the official website. It now boasts almost 600 recorded episodes with a growing online following. 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.