



Italian Wine Podcast

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Press Release
For immediate release

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Italian Wine Podcast Plays Matchmaker

Italian Wine Podcast recently announced a new series featuring Italian wine Ambassadors from all over the globe. It is a weekly show that connects the Italian wine community to Italian wine producers through open discussion using the Clubhouse app. The Italian Wine Podcast is committed to repurposing meaningful content from this platform, which is strategically aligned with their community building philosophy. The project began airing this new interview-centred audio series July 10th, 2021, connecting wine lovers and professionals through discussion, as well as providing educational, inspirational and entertaining content to interested listeners. The series pilot featured Cynthia Chaplin IWA interviewing Alberto Tasca, the force behind an 8th generation Sicilian wine family and current CEO of Tasca d'Almerita.



Cynthia Chaplin IWA

Stevie Kim

Alberto Tasca

Clubhouse

Ambassador's Corner:
Cynthia Chaplin interviews Alberto Tasca

Recorded Session Available on Italian Wine Podcast

Now in its fourth year and with over 620+ episodes, the Italian Wine Podcast has begun airing a new series this summer called Ambassador's Corner. Italian Wine Podcast is a storytelling project dedicated to the Italian wine world. Its mission is to educate, entertain and inform its listeners about Italian wine and almost all content is presented in English. Programming is diverse, with new shows released daily, the most recent of which is Ambassador's Corner, set for release each Thursday. The impetus behind

this series was to give the Italian wine community all over the world a chance to network and connect with their favourite wine producers within Italy. Questions and topics are prepared in advance, guaranteeing a fascinating discussion and a relaxed and personal exchange between the interviewer and the producer.

AMBASSADOR'S CORNER FORMAT

Italian Wine Ambassadors nominate their favourite producer to interview, this is done by contacting the podcast through their social media channels or the website italianwinepodcast.com. Once selected, the wheels are set in motion and ultimately the Ambassadors get to sit down with the producer of their choice, offering wine enthusiasts the opportunity to verbally feast their heart out on the smorgasbord that is Italian wine. Recordings are completed on Clubhouse, allowing for a truly international reach; someone in Fiji, for example, could converse with a winemaker in Catania, and this aspect of live dialogue is one of the most exciting features of this platform.

Italian Wine Club on Clubhouse boasts two thousand members and followers to date and the conversations or "calls" into the Club are recorded weekly on Thursdays, 8pm UCT. Italian Wine Club was founded by Stevie Kim and her goal is to create a modern- day "mod squad" to consistently facilitate the dialogue on Italian wine, "spreading the gospel" as she likes to call it.

Once recorded, interviews are replayed on Italian Wine Podcast . The Clubhouse room is open for those who would like listen to the live sessions but, for the benefit of those who missed the dialogue the first time around, the recordings are also released on Italian Wine Podcast on the following Thursday and the occasional Saturday. Italian Wine Podcast can be accessed through SoundCloud, Spotify, Apple Podcasts, Stitcher and Ximalaya and anywhere else you get your pods.

AMBASSADOR'S CORNER: PILOT EPISODE

(Recorded session: <https://soundcloud.com/italianwinepodcast/ambassadors-corner-cynthia-chaplin-interviews-alberto-tasca-clubhouse>)

The first edition of Ambassador's Corner focuses on Sicily. Cynthia Chaplin chose to interview Alberto Tasca, of Tasca D'Almerita, representing one of the most historic and prestigious wineries of the region. Cynthia and Alberto chatted about the SOSTain Project; the 200 years of family winemaking on the island; Tasca's 5 estates, plus how the wines get their fascinating and evocative names. They also touched on the effects of the pandemic and how Alberto was able to keep himself and his team positive throughout a difficult year. Tasca elaborated on his hopes and dreams for all his vineyards, and his philosophy of "mindfulness" and "the impact of your actions." This was storytelling at its best and the project hopes that people can experience the value first hand by tuning in.

MORE EPISODES COMING DOWN THE PIPELINE

This week, Xiaowen Du interviewed Elena Fucci from Basilicata (set for release on the Italian Wine Podcast, Thursday, August 5th). Following this will be an episode featuring an interesting discussion between Rocca Toscani from Bolgheri and Gill Gordon-Smith. Alice Wong and Alan Kwok interview Stef Yim, who is the first Chinese winemaker on Etna in Sicily. All the way from USA, Paul Bologna interviews Massimiliano Brambilla, followed by Cynthia Chaplin coming back for an interview with Ilaria Tachis. These are some of the confirmed episodes, but there are so many more to come!

Subscribe to the Italian Wine Podcast Soundcloud and Social Media (@italianwinepodcast on Instagram and @itawinepodcast on Twitter) to find out more. Clubhouse discussions are open to all Italian wine lovers.

DONATE NOW

IWP ensures quality, free content for each episode. The channel is open to donations to help offset its operational costs as it aims to consistently provide content, stories and information to the Italian wine community around the world. The channel was recently sponsored by Ferrowine, Italy's largest wine shop since 1920. Ferrowine has generously provided the Italian Wine Podcast with t-shirts; supporters can donate 50 euros to get the new shirt design as well as a copy of our newest book Jumbo Shrimp Guide to International Grape Varieties in Italy, plus there is some other fun merchandise up for grabs. Anyone wanting to contribute 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.