



Italian Wine Podcast

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Press Release
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Italian Wine Podcast toasts 4 million listens

Italian Wine Podcast numbers continue to soar with a million new listens since 1 July 2022



Since celebrating 3 millions listens on 1 July 2022, listener numbers to the Italian Wine Podcast have continued to soar, with 1 million new downloads in the last four months alone.

Stevie Kim, founder of the Italian Wine Podcast, said: “The data continues to take our breath away. It barely seems like yesterday that we were celebrating 3 million listens, yet here we are notching up another million new listens in the space of just a few short months. That’s a quarter of a million new listens every month! The Italian Wine Podcast is a fantastic vehicle for engaging with the global wine community and we look forward to continuing to provide high-quality and entertaining content to our ever-growing army of wine-loving listeners.”

Joy Livingston, producer of the Italian Wine Podcast, said: “Reaching four million listens is another incredible milestone. Listener numbers have really gained momentum in recent months and once again our thanks go to all those involved in the project, not least our global audience of wine enthusiasts. We’ve got plenty more new content to look forward to in the coming months, including a “podcast corner” at the Wine2Wine conference in Verona next month, where we’ve got an amazing panel of exciting new hosts and guests lined up.”

The Italian Wine Podcast was launched in 2017 and amassed 23,000 listens in its first year. Since then the show has enjoyed exponential growth and earlier this week it reached four million listens. The show now airs 7 days a week, 365 days a year and features some of the best known voices in the international wine community:

Monday – Get US Market Ready with Italian Wine People with Steve Raye (Business)

Tuesday – Wine Food and Travel with Marc Millon

Wednesday – VOICES (diversity equity and inclusion) with Cynthia Chaplin

Thursday – Clubhouse, Ambassador’s Corner with Stevie Kim - Wine2Wine Recorded Sessions, seminars from the annual business forum

Friday - #everybodyneedsabitofscienza with Professor Attilio Scienza

Saturday – On the Road Edition with Stevie Kim (Travel/Winery Visits)

Sunday – Uncorked with Polly Hammond (Wine Communication)

About: The *Italian Wine Podcast: Cin Cin with Italian Wine People!* launched in 2017 as a 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. Under the umbrella brand of Mamma Jumbo Shrimp (encompassing books, maps, and videos, bringing together a global community of wine, food, and travel), Italian Wine Podcast aims to inform, educate, and entertain listeners with content for wine professionals and casual listeners alike. The only daily wine podcast in the world, content includes wine business, food & travel, diversity and inclusion, wine producers, science, and marketing and communication. Italian Wine Podcast is available on SoundCloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the official website. It now boasts almost 800 recorded episodes with a growing online following of over 2 million listens. 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. Cin Cin!