



Italian Wine Podcast

Ph. +39.045.8101447

info@italianwinepodcast.com

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Inspiring Stories Re-Imagining Italian Wine: A New Podcast Giving Voices to Italian Wine's Future Generation

A new platform has crash landed from the Italian Wine Podcast crew. The Next Generation - hosted by Victoria Cece - is opening up the stage for young Italian wine people to share their stories and remind us how the Italian wine future is a lifestyle we all want to be part of.



The Italian wine world is a vast one, and the Italian Wine Podcast reigns in its success in covering its immensity. From exploring wine, food, and travel to the U.S. wine market, the podcast gets into all the details we Italian wine-loving folks want with knowledgeable hosts and exciting guests.

The entrance of the new Next Generation series shines a light on a vantage point in the industry - from the youth defining the Italian wine scene. Now, this doesn't mean just discussions about new ways to train vines or create the best pet nat. This series is to inspire a world of young Italian wine lovers with the real stories and lives of folks just like them.

This is an important reminder, especially as we watch wine consumption decrease among the younger generations. According to the [2023 State of the Wine Industry Report](#), 35% of those between the ages of 21 and 29 are drinking alcohol, but not wine. There isn't one straight answer to why young adults are abstaining from wine. Regardly, the Next Generation series is here to let them know that Italian wine is not only delicious, it's an incredibly fun community to be a part of.

"This series is here to remind young wine professionals that Italian wine is in the hands of super cool young people just like them," adds Victoria Cece. "They love to kick it, listen to music, head to wine bars, and even let define their wineries by astrological signs. This series is here to re-inspire the perspective of Italian wine. It's not an elitist space - it's a playground of opportunity open for every wine lover to explore."

The Next Generation series kicked off in January 2023, airing fascinating and diverse episodes every Sunday. Don't be shy to check out the current episodes, exploring the stories of young Italian wine people from across the Italian peninsula.

Best part? You can find the series and all of the Italian Wine Podcast episodes anywhere podcast streaming is available.

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 1200 recorded episodes with a growing online following of over 4 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!