



Italian Wine Podcast

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To 5 Million Views and Beyond: The Italian Wine Podcast Reaches Record-Breaking Listens

One of the most popular wine podcasts has hit a tremendous milestone - the Italian Wine Podcast celebrated 5 million all-time listens last week, up 2 million views since last July. And, they're still counting.



It's been almost 6 years since founder Stevie Kim kicked off the Italian Wine Podcast. In its first year, it amassed 23,000 listeners with one series alone. That was just a preview of Kim's tenacity to turn this into one of the leading wine podcasts.

Since 2017, the podcast diversified its content even more, evolving from one to daily episodes, and establishing an exciting weekly lineup available on all podcast platforms. With unique segments - from Wine, Food, and Travel on Tuesdays to Everybody Needs a Bit of Scienza on Fridays - listeners can explore all angles of the wine industry, taking notes from some of the leading voices in the global wine scene.



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The Italian Wine Podcast's growth is quite evident. In just the last 7 months, the podcast grew 2 million views alone. That's over a quarter million listens per month.

What is even more indicative of the podcast's success is how it's expanded beyond the podcast space. Its sister brand Mamma Jumbo Shrimp brings the interviews and travels of the Italian Wine Podcast alive on YouTube. Listeners can now tag along visually to the thrilling adventures of Kim and often her grape partner in crime Attilio Scienza.

Five million isn't a small number of listens. With 1280 episodes and counting, and a new series dropping just last month, we can only imagine the listening trajectory this podcast has in store in 2023.

Italian Wine Podcast Series Lineup

- Monday – Get US Market Ready with Italian Wine People with Steve Raye
- Tuesday – Wine Food and Travel with Marc Millon
- Wednesday – VOICES with Cynthia Chaplin
- Thursday – Clubhouse, Ambassador's Corner with Stevie Kim
- Friday - #everybodyneedsabitofscienza with Professor Attilio Scienza
- Saturday – On the Road Edition with Stevie Kim
- Sunday – The Next Generation with Victoria Cece

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 1300 recorded episodes with a growing online following of over 5 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!