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## Italian Wine Podcast smashes six million listens

The Italian Wine Podcast is expected to smash six million downloads this month as the popular daily wine show continues to attract new listeners with an evolving program of live and pre-recorded content covering every aspect of the wine world.



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 is expected to reach six million listens later this month. The show airs 7 days a week, 365 days a year and features some of the best-known and most exciting new voices in the international wine community:

Monday – Masterclass US Wine Market with Juliana Colangelo (Business)

Tuesday – Wine Food and Travel with Marc Millon

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

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Thursday – Clubhouse, Ambassadors’ Corner with Stevie Kim  
Friday - #everybodyneedsabitofscienza with Professor Attilio Scienza  
Saturday – On the Road Edition with Stevie Kim (Travel/Winery Visits)  
Sunday – The Next Generation with Victoria Cece (focusing on the under 30s)

**Stevie Kim**, founder of the Italian Wine Podcast, said: *“The Italian Wine Podcast continues to evolve, reflecting the needs and expectations of our listeners and the industry more generally. We’ve launched a couple of new shows recently which tackle some of the most important issues currently facing the wine sector – youth engagement with Victoria Cece and the American market with Juliana Colangelo. Both of these new hosts bring vibrancy and a sense of fun to proceedings but, more importantly, behind them is a genuine commitment to addressing the big issues currently facing the industry.”*

**Joy Livingston**, producer of the Italian Wine Podcast, said: *“These milestones just keep coming! It seems like only yesterday that we were celebrating three million listens – now we’ve doubled that in little over a year! Who knows where we’ll be this time next year if that exponential growth curve continues. On behalf of all the hosts and background staff who work so hard to put the show on air, I’d like to thank all our sponsors, supporters and, most of all, our army of loyal listeners who make all our hard work worthwhile!”*

The Italian Wine Podcast is available on Soundcloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the show’s official website ([www.italianwinepodcast.com/](http://www.italianwinepodcast.com/)). The Italian Wine Podcast has achieved six million plays on the Soundcloud platform alone. The aggregate figure across all platforms is even higher.

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**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, 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 over 1400 recorded episodes with a growing online following of nearly 6 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](mailto:info@italianwinepodcast.com). Cin Cin!