



The Circular

How The Wine World Is Coping With Coronavirus

Posted on *April 2, 2020* by *Amanda Barnes*

Members of the Circle of Wine Writers take a look at their regions, or regions to which they have recently travelled, to share some insight into how the wine world is coping with Coronavirus and the impact of lockdown and social distancing on their businesses.

Italy

Michèle Shah reporting from *Tuscany in Italy*, one of the worst affected countries by the virus so far, and shares the perspective from an industry and nation which has been living with the virus and its effects for much longer than most.



Conegliano Valdobbiadene



The risk for the wine trade (and hospitality sector) is a recession. “Wine tourism, especially important to Tuscany, is already completely blocked and what is lost, is lost forever and not recoverable in the coming months. The economic and financial consequences will bring some wineries to their knees,” says Francesco Ricasoli, CEO of prominent Chianti Classico estate Castello di Brolio. This is a scenario that is worrying many wineries across Italy’s 20 wine-producing regions. The hills of **Conegliano Valdobbiadene Prosecco Superiore D.O.C.G.**, known for their breathtaking landscape and heroic viticulture, had great expectations for wine tourism this year, as a new UNESCO World Cultural Heritage destination, “All those who booked to come to our beautiful hills have had to cancel,” says Giancarlo Moretti Pologato, president of Villa Sandi’s premium Prosecco estate.