

ADAPTATION, ADJUSTMENT AND AGILITY: HOW WINE BUSINESSES ARE SHIFTING TO NEW BUSINESS STRATEGIES

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Finding ways to secure business when we are trying to work out what the future looks like feels near impossible. In our 'new normal', both consumers and businesses are adapting and adjusting, and doing so at a pace that just a few weeks ago, we would have thought impossible. Courtesy of our global team at Wine Intelligence, here is a round-up of some approaches wine related businesses are taking in terms of their adaptation, adjustment and agility.

Virtual socializing

[#SparkleAtHome](#) The Consorzio di Tutela del Conegliano Valdobbiadene Prosecco D.O.C.G. launched a national campaign encouraging Italians to enjoy their aperitivo 'virtually' together. Extended to the US, American consumers are encouraged to adopt the Italian Aperitivo tradition at 6pm PST, whilst also supporting local restaurants by enjoying the occasions with a local restaurant take-out or delivery

