



THE FIRST "MANIFESTO ENVISIONING2035 - WINE (R)EVOLUTION" PRESENTED IN MILAN

It is a strategic plan for Italian wine with a multidimensional approach to make wine more appealing for tomorrow's consumers

Milano, June 11th, 2025 – "**Envisioning 2035 Wine (R)evolution – Piano Strategico per il vino Italiano**" is the title of the first Manifesto for the entire Italian wine industry, presented during the morning conference held today, Wednesday, June 11th, 2025, at Terrazza Belvedere of Palazzo Regione Lombardia in Milan.

The conference examined the entire wine sector from various perspectives, with some of **the industry's leading figures**, including: Danny Brager (alcoholic beverage consultant, "Brager Beverage"); Gabriele Castelli (Legal and Administrative Manager, Federvini); Roberta Crivellaro (Managing Partner, Withers); Luca Ferrari (Partner, Withers); Vladi Finotto (Director of the Master's Degree in Agri-Food Economics, Ca' Foscari University of Venice); Edoardo Freddi (exporter and CEO, FreedL Group); Roberta Garibaldi (President, Italian Association of Food and Wine Tourism); Priscilla Hennekam (wine influencer and consumer expert); Robert Joseph (journalist and wine expert); Christine Mauracher (Director of the Food and Wine Master's Program at Ca' Foscari University of Venice and President of the Society of Agri-Food Economics); Alessandro Mutinelli (CEO of Italian Wine Brands); Ettore Nicoletto (Industry Expert); Denis Pantini (Nomisma\Wine Monitor) and Fabio Piccoli (Editor-in-chief of the Wine Meridian publishing group).

Alessandro Beduschi, Councilor for Agriculture for the Lombardy Region, hosted the event: *"The Italian wine sector is a strategic asset for our economy and culture, but it must face complex challenges to maintain its global competitiveness. Initiatives like "Envisioning2035 Wine (R)evolution" represent a valuable opportunity to share experiences, ideas, and visions, with the aim of building a shared and innovative strategy. Regione Lombardia stands alongside entrepreneurs and industry professionals to support this journey of growth and development. Over the last 15 years, **the value of Lombardia wine exports** has nearly doubled, from €176 million in 2009 to over **€312 million in 2024**. This is thanks to a constant pursuit of excellence. In fact, Lombardia contributes 3% of national wine production but boasts approximately 8% of Italy's Quality Designations."*

According to **Edoardo Freddi (exporter and CEO of FreedL Group, an Italian multinational that has been investing in the Food & Beverage sector since 2018)**, *"It's not enough to produce excellent wine. You need to know how to tell it, sell it, and adapt it to a changing world. Strategic vision, collaboration between companies, and investment in human capital are needed. Within this framework, five priority areas for action have been identified: product innovation, opening up to new markets, evolving distribution channels, business partnerships, and leveraging human capital."* Traditional markets (USA, Germany, UK, Switzerland, Canada) remain key but are showing signs of maturity. Strengthening their

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presence with more sophisticated strategies is needed, while simultaneously exploring new markets such as **Asia-Pacific (for example, South Korea, Vietnam, Thailand, and the Philippines); Africa; and Latin America and the Caribbean (in countries such as Mexico, Colombia, and Brazil)**. *“I decided to promote this Summit, through FreedL Group, together with Ettore Nicoletto because I feel, first and foremost as someone deeply involved in this sector, the need to open a space for true dialogue. Italian wine needs a structured moment of collective reflection. As entrepreneurs, we feel the responsibility to facilitate discussion and foster a shared vision that looks beyond individual companies and aims to strengthen the competitiveness of our country's economic system. This is just the first step in a journey that we want to make continuous and increasingly inclusive,”* comments exporter Edoardo Freddi, one of the main organizers of this initiative.

The socioeconomic role of wine in Italy is decidedly important: **30,000 companies generate a turnover of €16 billion, export €8.1 billion of which, and employ 74,000 people. 681,000 hectares of vineyards are cultivated for wine, 60% of which are in the hills and mountains, and 19% are organically farmed.**

Italy is the world's leading wine exporter by volume (2.155 billion liters vs. France's 1.285 billion liters) and second by value (€8.1 billion vs. France's €11.671 billion). Today, Italy leads the way in wine exports to 46 foreign countries. Over the past 10 years, the average export price of bottled still wines has increased by 41% in value, but the gap with competitors remains wide.

Prospects offer opportunities, but also some threats. Indeed, global wine consumption has declined: from 236 million hectoliters in 2019 to 214 million in 2024. However, contrary to what happened in France (weighed down by the decline in champagne), Italian wine exports have grown, driven by sparkling wines (+8.9% in 2024 vs. 2023), especially Prosecco DOP (+11.1% export value). In Italy, thanks to changing consumer tastes, sparkling wine consumption is growing while red wine consumption is declining (**Nomima-Wine Monitor**).

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