



UNIVERSITÀ DEGLI STUDI DI PADOVA

Scuola di agraria e medicina veterinaria
Scienze e tecnologie viticole ed enologiche

Sustainability and wine: an overview on the
terminology in relation to consumers' preferences
and producers' communication

Relatore

Prof. Orlando Maria Teresa

Laureanda/o

Trento Nadia

Matricola n. 1192638

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Introduction

The purpose of this work is to carry out a general overview on the theme of sustainability in the world of wine, starting its definition, passing through the historical events that have determined the current concept.

The three macro areas of sustainability and their meaning will be explained, therefore environmental, social and economic sustainability.

We then move on to deepen the terms and philosophies connected to sustainability, namely the organic, the biodynamic and the natural to understand the differences and what they consist of.

The aim is to showcase if these types of agriculture and production can be considered sustainable.

One aspect that is taken into consideration in this paper is the great confusion that exists among consumers regarding the terminologies and words used, the lack of and regulation and information both on the part of consumers, and of producers, and the communication difficulties that can be created .

The fourth chapter lists some of the certifications existing in Italy and among them the most widely used.

In the next chapter instead, starting from a project of the University of Florence, we identify the consumer preferences regarding the purchase of natural wines. What the consumer wants and what the producer should pay attention to when he decides what kind of communication strategy to adopt.

What is fundamental is trust between the parties, transparency and clarity in communication, which is therefore important to underlie the relationship between consumer and producer.

Five case studies are then examined, they are five Veneto wineries of which a general overview is first given on their history, position, the products they offer and their corporate philosophy.

After which the respective websites are instead analyzed to specifically understand some technical devices that the wineries have adopted to better communicate their products and their personality.

Finally, the producers' answers to some of our questions regarding their strategies are reported.

1 - Sustainability

Treccani defines sustainability as: "in environmental and economic sciences, a condition of development capable of ensuring the satisfaction of the needs of the present generation without compromising the possibility of future generations to realize their own".

This notion and definition were introduced for the first time during the ONU environment conference in 1972.

The concept of sustainability comes from a series of scientific studies concerning ecological systems and how factors such as carrying capacity, resilience, the possibility of self-regulation and resistance affect the stability of the ecosystem. "When an ecosystem is in balance then it is implicitly sustainable" (*Treccani*).

The search for a clear definition derives from the need to create the foundations for sustainable development from an economic, social and environmental point of view to avoid trivializing a concept that is extremely important for the global economy and for society as a whole (*Scattola Elena, Sostenibilità e sviluppo sostenibile. Evoluzione del concetto. 2010*).

Sustainability emerges as an attempt to respond to problems: climate change, social problems (migratory phenomena).

Since the 1970s, numerous criticisms of the traditional economic development model began to spread, the earth was unable to meet the needs of humanity in continuous exponential growth. From 1967 Paul R. Ehrlich (biologist) began to denounce in catastrophic terms the ecological risk associated with the demographic boom. Ehrlich was the first scholar to introduce the concept of sustainability also known as "IPAT" acronym linked to the initials of a formula identified to him for which the human impact on the environment is a function of Population, Affluence and Technology.

We are in 1972 when the "Limit to growth" was published, a further cry of alarm promoted by the club of Rome and created by MIT in Boston. Study which, based on trends in population, resources, energy, pollution and industrial development, predicts a scenario of growing lack of resources such as to bring the global economic system to collapse within the 21st century (*Meadows et. al, 1972*).

During the 1992 Rio conference, the environmental damage caused by the production model and contemporary lifestyles were highlighted and consecrated the concept that “environmental protection, economic development and social development must go hand in hand”.

Another great goal to be considered is the stipulation of the Kyoto protocol; international agreement that entered into force in 2005, which to combat climate change has provided limitations on emissions responsible for the greenhouse effect.

However with the Paris Agreement of 2015 a global agreement on climate change is reached, the goal of limiting the increase in global warming to less than 2°C compared to pre-industrial levels has been set.

In September 2015, the governments of the 193 UN member countries signed the 2030 Agenda for Sustainable Development, an action program for people, the planet and prosperity.

This project incorporates 17 sustainable development goals (SDGs) in a large action program for a total of 169 targets.

The official launch of the objectives coincided with the beginning of 2016, a path that is expected to end with the desired results in 2030.

“Transforming our world: the 2030 Agenda for Sustainable Development” sets 17 main goals:

- Goal 1: End poverty in all its forms everywhere
- Goal 2: Zero Hunger
- Goal 3: Ensure healthy lives and promote well-being for all at all ages
- Goal 4: Quality Education
- Goal 5: Achieve gender equality and empower all women and girls
- Goal 6: Ensure access to water and sanitation for all
- Goal 7: Ensure access to affordable, reliable, sustainable and modern energy
- Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all
- Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation
- Goal 10: Reduce inequality within and among countries
- Goal 11: Make cities inclusive, safe, resilient and sustainable
- Goal 12: Ensure sustainable consumption and production patterns
- Goal 13: Take urgent action to combat climate change and its impacts
- Goal 14: Conserve and sustainably use the oceans, seas and marine resources

- Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss
- Goal 16: End poverty in all its forms everywhere
- Goal 17: Revitalize the global partnership for sustainable development

As can be seen from the 17 points covered by the 2030 agenda, the sustainable development and growth that are necessary in recent years do not only include the purely naturalistic aspect, but also include social and economic aspects.

In fact, the 2030 agenda aims to protect, preserve, encourage and invest in all aspects that can contribute to the sustainable development of the entire planet.

When we talk about sustainability or rather sustainable product we have to look not only at environmental protection but also at respect for social and economic factors, such as respect for workers, people and their rights, the development of a trade and a market which is directed towards ever greater attention to the ethics of environmental protection.

“Sustainability and sustainable development are linked to a new idea of well-being which also takes into account people's quality of life” [5] and revolves precisely around three components:

- Environmental sustainability, i.e. responsibility in the use of resources
- Economic sustainability, i.e. the ability to generate income and work
- Social sustainability which includes health, safety, justice and wealth

Sustainable development should maintain a balanced relationship between the environment, economy and society, with the aim of satisfying everyone's needs and guaranteeing better living conditions for people.

In fact we are talking about Triple Bottom Line (TBL), i.e. a business management model that focuses on these three main areas of sustainability.

“This management model introduced by the writer and entrepreneur John Elkington in the early 1990s aims to push companies to evaluate their performance both in terms of profit but also in terms of environmental and social impact. With the introduction of the 2030 agenda, this type of strategy becomes a real long-term action plan” [41].

Certainly the theme of environmental sustainability has become the starting point for great diatribes, discussions and riots especially in recent years. Individual responsibility towards the planet has led the consumer to question himself about prosperous purchasing choices, changing his habits, thoughts and ethics (*Fattori psicologici e scelte di consumo responsabile. Vanessa Raccanelli*). The consumer is therefore faced with a choice that sometimes may not be simple, do I buy the product that costs less, or the product that claims to work to protect the environment, the consumer and the product? What the company is selling and telling me is actually what it declares or takes advantage of and surfs the wave of a common thought.

Is it a marketing strategy or are we actually dealing with a company, so to speak, sustainable? In recent years there has been more and more talk of sustainability, especially among the very young, or also called generation Z. This propensity and attention to sustainability and environmental preservation certainly derives from a change of mentality resulting from the dissemination of knowledge, studies, awareness in school environment since the childhood school age. Do not overlook the increase in climatic episodes and natural disasters that take place due to climate change.

The new generations know all these things well, they study them, talk about them and feel they are injured, they feel that their future is at stake. It is a cause that they embrace widely and try hard to involve even the older generations. Social media are certainly worth mentioning, used by the younger generations but in recent years increasingly popular among older generations, including those over 50. Therefore, talking about climate change, environmental risks, sustainability and exploiting a powerful means of communication such as social media, allows the message to reach an extremely large catchment area, and raises awareness of a vast range of the population.

Embracing the theme of sustainability in production, in our case of wine, is a choice that involves economic, ethical, communication and strategic factors (*Vinrà!*). A wine company can still claim to embrace the issues of sustainability, prevention, protection of the environment and why not also attention to consumer health, but a clear regulation that certifies all of this is currently not present. If we talk about organic then we are referring to a whole series of limitations starting from the vineyard up to production which aim to minimize the use of harmful and polluting substances.

2 - Biological, natural, biodynamic

BIOLOGICAL

Starting from a general concept of organic agriculture and then arriving specifically at organic viticulture, let's see what have been the main steps in the evolution of the concept of organic but above all it is important to understand what we are talking about and what it consists of.

Organic farming is an agricultural production system defined and regulated at Community level by EC regulations no. 834\2007 and EC n. 889\2008.

Adopting a type of organic farming provides for a series of limitations on the use of fertilizers, pesticides, herbicides, insecticides, fungicides used for fertilizing the land, for the fight against weeds, animal parasites and plant diseases, it is also forbidden the use of genetically modified organisms (GMOs).

Organic agriculture promotes the use of traditional and preventive agronomic practices to select plant species that are local and resistant to disease.

Some examples of agronomic practices used in organic farming can be:

- crop rotation which avoids cultivating the same plant for several consecutive seasons on the same land. In this way parasites and weeds find it difficult to adapt and proliferate in environments that are favorable to them. The application of crop rotation favors a controlled, limited and rational use of nutrients for the soil.
- The intercropping which consists in cultivating different plants at the same time which are in turn unwelcome to the parasites of the contiguous plants. In this way the use of insecticides is drastically limited.
- The planting of hedges and trees not only for an environmental and aesthetic issue but also to create a habitat for the natural predators of parasites, as well as acting as a physical barrier against external pollutants.

As mentioned, organic farming requires careful control of the substances that can be used in the field, many of those used in traditional agriculture are not allowed in organic production.

In fact, elements such as manure and composted organic substances and sometimes green manure are used as natural fertilizers.

Green manure means the agronomic practice aimed at burying specific crops with the aim of maintaining or increasing the fertility of the soil.

In general, organic involves the use of natural substances of vegetable or mineral origin, all the substances used must be approved by the European regulation which also defines their limits.

Looking a little at what has been the history and evolution of the concept of organic we have to go back at least 100 years, when visionary pioneers saw connections between our lifestyle, the food we eat, the way we we produce, our health and that of the planet.

A first common organic movement was born around the 70s, when various organizations and key individuals founded the IFOAM - Organic International in 1972. The purpose of this movement was to best represent the interests of this way of thinking, which it put food, agriculture and well-being at the centre. This first phase, with the birth of the movement, is now defined as 'Organic 1.0'.

In the following decades, the organic sector saw growth and development, with the establishment of production and processing standards that led organizations to introduce certifications, therefore we speak of 'Organic 2.0'. The first regulations were introduced in Europe and the United States in the 1980s, followed by 2015 when 82 countries in Africa, Europe, Asia, Oceania and the Americas implemented organic regulations.

“Over the years, the development of organic products, the studies carried out, the implementation of certifications, the increase in controls and information have allowed consumers to know and recognize the value of organic products with the infatuation of a relationship of trust” [38]. In fact, organic certification is increasingly becoming synonymous with quality, safety, environmental protection and health. Since the consumer increasingly appreciates and seeks an organic product, the producers expand the land destined for certified organic cultivation.

Our conception of organic production is linked to large industrial productions which over time have converted their production choices from an intensive production to an organic production aimed at protecting the environment, the person but at the same time to be able to satisfy a need and consumer preferences, in reality the major organic producers are the small companies in South Africa managed mainly by women, who cannot count on technological and chemical innovation for their production and consequently base their work on natural podetti and on traditional techniques, which precisely promotes and protects organic certification.

Scientific studies show that organic has a real impact both on the environment but also on human health, organic products can therefore be considered sustainable (*Agriregionieuropa*).

The new challenge that 'Organic 3.0' wants to undertake is to increase, disseminate and further develop the culture of organic farming. In fact, the land actually cultivated and certified organic worldwide is around a percentage of 1%.

The 'Organic 3.0' has several objectives including:

1. A culture of innovation aimed at encouraging farmers to convert more with the use of best practices with the aim of increasing productivity and quality
2. A continuous improvement towards good practices
3. Different ways of ensuring integrity and transparency
4. Inclusion of broader sustainability criteria, through collaboration with movements and organizations that have complementary approaches to truly sustainable food and agricultural systems
5. Holistic legitimization from the field to the finished product
6. Real value and fair pricing, to encourage transparency towards consumers and to empower farmers as full partners

It can therefore be said that organic farming is to be considered sustainable in some sense, it takes into consideration all three factors related to sustainability (environmental, social and economic sustainability).

The objectives set by 'Organic 3.0' demonstrate how the movement has been following both social and technological and scientific developments over the years, continuing the challenge of preserving human and environmental health, also meeting the growing market demands that increasingly require transparency and protection.

BIODINAMIC

Biodynamic wine is a wine produced from vines grown according to biodynamic agriculture practices that choose to follow the school of thought formulated around the 1920s by Rudolph Steiner.

Steiner was the founder of anthroposophy, a doctrine of theosophical derivation, which claims to be able to study physical reality and the "spiritual" dimension "in a scientific" and unitary way, conceiving them as "a single divine manifestation in constant evolution" [28]. It also claims the existence of a spiritual world that can be understood through "anemic observation by the method of natural science."

Supporters of anthroposophy define it as the "science of the spirit" [29], while it is included among what are pseudosciences as it claims to make use of a method of observation and study of a scientific nature which is not however recognized by the world of science.

In viticulture biodynamic involves the use of specific preparations, composed of natural and biological materials which should favor the correct growth of plants while preserving their characteristics. Preparations that trigger humus formation processes and others that stimulate the functions of light and heat can be used.

Fertilization, cultivation and breeding must be implemented in ways that respect and promote the fertility and vitality of the soil and at the same time preserve the typical qualities of plant and animal species.

Biodynamic agriculture abolishes the use of synthetic mineral fertilizers and chemical pesticides while promoting agricultural practices that follow the cosmic and lunar cycles. Only products of plant origin can be used such as: compost produced from solid farmyard manure, plant material as fertilizer, crop rotations, mechanical pest control and pesticides based on mineral and vegetable substances.

What characterizes biodynamic wines and makes them different from organic ones is the close relationship between the cosmos and plants, the basic principle of Steiner's philosophy.

The products that derive from biodynamic agriculture are described as extremely rich products from a food point of view because they are grown and cultivated in soils strongly connected to the cosmos. It is in fact argued that their nutritional value derives not only from their chemical component but from an energy component deriving from more complex relationships.

The grapes deriving from biodynamic agriculture find themselves, thanks to the agronomic practices adopted, having greater potential for expression, the complexity of the aromas and sugars comes out in a more complete and profound form. The biodynamic grapes best represent the territoriality and uniqueness of the production area.

According to the Steiner school of thought, plants become a source of life for human beings, and food is an organic complex of energy currents and flows which, if made to interact well with each other and with our body, can keep us healthy, or they can be the cause of irreversible damage to the organism (*Demeter*).

In biodynamic jargon it is said that the grapes have a greater energy value, which is not just the result of the simple chemical composition.

During the transformation of the grapes, the fermentation of the must into wine takes place exclusively by spontaneous yeasts, therefore without the addition of selected yeasts, therefore with the use of indigenous yeasts.

Both in cultivation, as well as for cellar operations such as decanting but also for bottling, the lunar calendar is followed.

Also with regard to biodynamic it is necessary to underline how the principles on which it is based demonstrate particular attention to the protection of the environment and the person, with the aim of protecting and at the same time encouraging the health of the territory and human health.

NATURAL

Those who produce natural wine start from the principle that "wine is made in the vineyard" [11], consequently from vineyards located in suitable areas, without forcing production, stimulating the balance and strength of the plants, working for the fertility of the soil, we arrive to have healthy grapes without the need for corrective interventions.

The treatments that are made in the field are not preventive but limited and corrective.

The fermentation of the must is spontaneous and the yeasts are indigenous.

With these strategies, wines are obtained that maintain the taste-olfactory profile of the vine used and at the same time enhance the territoriality and uniqueness of the production area.

Without the addition of additives and chemical compounds in all the processing phases, a "natural" finished product is obtained, with organoleptic characteristics linked to the vine, the soil and the indigenous yeasts.

When we speak of natural wine we mean "wine as it has always been made"[13], without the addition of additives which, according to thought, man has decided to introduce by distorting the true essence of wine, thus making it a product commercial. Wine, on the other hand, is born as a derivative of grapes and nothing else, with the man who guides, according to his abilities and with his experience, the grapes through the various stages of processing that transform them into wine. Basically, wine has always been "natural".

In the environmental field, natural wine starts from respect for the earth and the environment, agricultural processes are carried out according to a logic aimed at keeping the environmental impact as close as possible.

The production of natural wines also sees, where possible, the limitation if not the complete elimination of the use of added sulphites. In fact, in the years that allow it, sulfur dioxide tends not to be used at all.

If for organic wines and in some terms also for biodynamic wines there are a series of specific regulations and limitations, as regards natural wines there is no official definition. So everyone can make natural wine according to their own ecological sensitivity.

Combining the term natural with sustainable therefore becomes difficult since there are no real guidelines, we cannot certify with certainty that the practices adopted in the field, in the cellar and in the part of the sale and trade of wine, reflect the ideals but at the same time the objectives set by the 2030 agenda (*wineblogroll*).

It is defined as natural but there are no certain and specific details on the types of processing carried out, therefore it is not known how much the products are natural and therefore whether they are actually sustainable.

3 - Confusion and abusion of the terms

The terms analyzed in the previous chapter are just some of those that we can find on the label or in the description of the wines that we find on the market.

The consumer approaching the world of wine is faced with an increasingly "green" terminology.

The demands and needs of the market see a trend that leans towards greater attention to issues related to the protection of the environment and health, the producer therefore adapts his business choices towards a product that can be satisfactory for the market.

This context includes the use, and in some cases the abuse, of terms such as "sustainable", "organic", "biodynamic", "organic", "natural".

What emerges is certainly an interest on the part of the consumer, despite the misinformation on the subject and on their actual meaning (*Vino sostenibile: l'atteggiamento dei consumatori italiani*).

These are recently introduced terms and themes which, however, lack effective definition and dissemination.

For several years now, the media have been talking more and more about climate change, the environmental crisis and sustainability. The citizen begins to be more and more attentive and sensitive to the issue, consequently if he sees nouns on the label that invoke care for the environment, he will be attracted to them.

But does the average consumer know the differences? Or rather, how can the consumer know the differences when there is no effective regulation and definition of terminology?

We have seen that organic has a long history, accurate certification and a specific ideology, with clear objectives and targeted controls. But among all the terms it is the only one that can claim to be recognized for its actual value.

If instead we refer to biodynamic, rather than natural, we have seen that they do not enjoy specific regulation, they do have ideals, principles, values on which they base their techniques, they avoid the use of chemicals and additives, but the whole remains very vague, uncertain and incomplete.

If a whole series of information is missing, how can citizens be informed and aware of what they are going to buy.

If the consumer is uninformed, the company can either on the one hand adopt a series of communication strategies aimed at enhancing its product and at the same time its philosophy, or, as happens in many cases, they can decide to exploit the green terminology and therefore take advantage of citizen misinformation (*CSR e sostenibilità ambientale nel settore vitivinicolo: il ruolo dei consorzi di tutela del vino in Veneto*).

We can therefore introduce what is greenwashing, "a term used to indicate the practices adopted by those companies or organizations interested in acquiring a "green reputation" without corresponding effective sustainable behaviour".

"The origins of this strategy - explains Carlo Alberto Pratesi, Professor of Economics and Business Management at the Roma Tre University - date back to the 1970s and 1980s, when it was used to divert the attention of public opinion and the media from the negative environmental impact (sometimes real disasters) of some production realities".

It can also be defined as "facade ecological marketing".

This phenomenon increasingly risks compromising the credibility of companies actually committed to respecting the environment and can increasingly increase consumer skepticism.

"The consumer knows the BIO certification, and therefore associates it with a guarantee mark, even though his specific knowledge can be limited and confused" [14].

However, when natural wine is written on the label, rather than biodynamic wine, there is a risk that this adjective is associated with a certification, a guarantee mark, controls, regulations, although this does not happen.

What is fundamental is clear and transparent communication, aware general information and at the same time precise and careful certification, which, as we will see, is unfortunately not always possible.

If on the one hand we find the consumer ill-informed or even uninformed, on the other we have producers who are hardly recognized for their corporate philosophy, the investments and the attention they pay to the issue of sustainability.

Since there is no precise definition, no precise certification, even the producer struggles to value the efforts and the product he offers to the market.

There is therefore the risk that the buyer will prefer a wine that defines itself as "green" without actually being green and that the wine producer who pays great attention and care in respecting the environment in all terms is instead not valued and recognized because there is no suitable certification.

In this context of great confusion and contradiction, what is certainly fundamental is first of all to arrive at a clear and common definition of the terms, define a precise certification and regulation and at the same time invest in information and dissemination of the issue. It is important that the consumer is aware of the choices he makes and has all the most suitable tools at his disposal to choose which wine best reflects his needs without being deceived.

The risk to which one incurs is therefore that of not having effective communication.

4 - Certification

Environmental certifications are tools available to companies that can evaluate and certify their commitment to the environment.

We want to certify the attention of companies that use production strategies to protect the environment by limiting the environmental impact as much as possible.

They are fundamental tools for managing mandatory environmental requirements and at the same time a guarantee certificate that allows the consumer to establish a relationship of trust with the producer.

As Annalisa Zezza reports in "Sustainability certifications in the global economy": "In a global market, certification allows the communication of the various players, both with each other and with the end users, and represents a tool potentially capable of pursuing a higher level of cooperation in resource management".

Below are some of the certifications used in the wine sector to protect sustainability and some that can be used to enhance and certify natural, biodynamic and organic wines.

ISO 14001 CERTIFICATION

It is the international standard that defines the requirements of environmental management systems. The ISO 14001 standard provides an environmental strategy in accordance with internationally recognized requirements. ISO 14001 consultancy defines the impacts of processes and activities carried out in companies and allows the adoption of continuous improvement actions in order to limit them.

ISO 50001 CERTIFICATION

It is the tool that defines the requirements of the energy management system and that allows organizations to implement policies aimed at energy improvement.

The goal is to help companies reduce consumption and the impact on the environment.

The ISO 50001 certification was designed to enable any organization to pursue continuous improvement of energy performance.

EQUALITAS

“It was born with the aim of promoting the sustainability of the agri-food and wine supply chains in primis, through a vision and an approach that unites the needs of companies, society and the market” [16]. The main objective of Equalitas is to unify at national level an approach to sustainability in the wine sector that is synonymous with a guarantee for the consumer. As a certificate of guarantee and trust, the consumer will have access to the “Annual Sustainability Report published by the individual companies”.

VIVA

“It is the program of the Ministry of the Environment and Energy Security which has been promoting the sustainability of the Italian wine sector since 2011” [22]. This program aims to create a production model that respects and protects the environment and enhances the territory. VIVA wants to protect the quality of Italian wines and offer them opportunities on the international market.

It represents “the public standard for measuring and improving the sustainability performance of Italian viticulture” [22].

SOCIETA' BENEFIT (SB)

“They represent an evolution of the very concept of a company: they integrate into their corporate object, in addition to profit objectives, the aim of having a positive impact on society and the biosphere”. “A benefit company is a positive transformation of profit-making business models with the aim of making them more suited to the challenges and needs of the market in recent years” [23].

ORGANIC WINE - EU MARK CERTIFICATION

In 2012 the EC regulation 203\2012 came into force and from that moment we can speak of organic wine and no longer of wine from organic grapes. Thanks to the new European regulation it is in fact possible to certify the entire process of vinification and transformation of the grapes as organic. Organic wine is recognized by the presence on the label of the community logo synonymous with the guarantee mark which certifies the entire wine production process.

Having the certification and consequently the possibility of affixing the relative logo on the label is not simple. In fact, the companies are subjected to strict controls by competent bodies.

PIWI

The PIWI vines are crosses between Vitis type species where "the exceptional characteristics, resistance and quality of the wine are combined with each other" [24]. PIWI today is synonymous with innovation, robustness and attraction and establishes itself as a brand and certification. PIWI wines are sustainably produced from resistant grape varieties.

USDA ORGANIC

It is a certification that allows you to market organic products in the United States. This type of certification guarantees protection of the climate and the environment, conservation of soil fertility, protection of biodiversity, respect for natural cycles and animal welfare, absence of the use of chemical and synthetic products, absence of GMOs and transparent labeling for consumers. Applies to food, feed and personal care products that are "100% organic", "organic" or "made with organic ingredients"

BSCI CODE - CODE OF CONDUCT

It is a document in which associates and their business partners undertake to comply with human rights and environmental protection due diligence in their global supply chains. "Provides guidance to associates and their business partners to conduct business responsibly and to identify, prevent, mitigate, respond to, and remedy adverse human rights and environmental impacts in their supply chains" [26].

"VINO VINNATUR" PRODUCTION REGULATIONS

The VinNatur association aims to promote "activities aimed at the cultivation of vines and the production of quality wines, according to natural methods linked to the territory, without technological forcing"[27]. The wines produced by the members are characterized by the absence of pesticides, guaranteed by annual analyzes on all the wines of the associated winemakers.

In particular, attention is paid to the agronomy of the vineyard which must "breed healthy plants and predisposed to a high resistance to adversity, therefore it is essential to pay particular attention to the biological fertility of the soil, the protection of biodiversity and the balance of the vineyard ecosystem " [27].

At the same time, the practices used in the cellar must also be approved, in particular additions, additions, types of yeasts, the use of sulfur dioxide, clarification treatments, ... The main objective of the specification is to communicating with clarity and transparency the work in the vineyard and in the cellar whoever buys a bottle of VinNatur natural wine.

DEMETER STANDARDS

The Demeter brand guarantees internationally that food products bearing this mark or their ingredients come from biodynamic agriculture. "A complete verification process guarantees strict compliance with the Demeter International Production Standards, as well as with the organic standards applicable in the various countries, at every stage of the process: from agricultural production to product processing" [28]. This brand guarantees that all stages of processing and production are carried out in harmony with nature, with the environment, that the fertility, vitality and rhythms of the land are respected and promoted.

REINASSANCE DES APPELLATIONS

It is an association of winemakers created by Nicolas Joly (historic producer of the Loire) in 2001 and brings together producers from all over the world who think and act on the territory through biodynamic agriculture. Renaissance des Appellations means Rebirth of Appellations and wants to reconnect the link between agricultural fruits and the place they come from. There are three levels within the association which certify the company's agronomic path. The first level envisages minimum requirements that members must meet for at least 3 years (ban on dyes or chemical products, ban on the use of genetically modified vine plants, exclusive use of indigenous yeasts,...). The second level includes subsequent steps such as manual harvesting, prohibition of acidification or deacidification, concentration,...

The third level instead provides for further rules such as the prohibition of sterile filtration of less than 2 microns, certification of organic and biodynamic agriculture achieved for at least 7 years,...

Many other certifications of a local nature can also be mentioned, such as SOStain for Sicilian wineries, in Alto Adige we find Casa Clima Wine. Or other certifications promoted by proven ones such as Vini 35 or New Green Revolution.

This precisely demonstrates the lack of a single certification promoted by ministries and trade associations which, through dialogue, should find a solution.

5 - What consumers want

Taking into consideration the article conducted by the University of Florence entitled:

"Sustainability and Natural Wines: An Exploratory Analysis on Consumers" of 2021, we want to understand and analyze what the consumer's preferences are and what they are looking for when they decide to buy a natural wine.

First of all, the study demonstrates how the sustainability topic is still unclear, not well known in the wine sector and very poorly defined.

Both the article under examination and this work highlight the great lack of information and knowledge on the part of both the producer and the consumer.

"Although the topic has largely been addressed mainly in recent years, thanks also to the work of social media, there is still a great deal of misinformation" [41]. However, this does not mean that the consumer is increasingly sensitive to environmental issues and consequently it is noted that he is considered an increasingly decisive element in the decision-making choice when purchasing a product.

In fact, the consumer believes that the environmental aspect, therefore safeguarding and protecting the environment, but also health, must be taken into consideration at the time of purchase, overshadowing the possible increase in prices. among the outcomes of the studies conducted by the University of Florence, it has been noted that there is a tendency to be increasingly willing to pay a higher price for a product that offers particular sensitivity to social and environmental issues.

If the absence of certifications on the one hand creates further confusion and a lack of safety, on the other hand it gives the producer and consumer the opportunity to establish a much closer relationship of trust. It offers the producer the opportunity to make themselves known for their unique characteristics, making the consumer appreciate their production philosophy, the choices and the history of both the company and the product.

In fact, it has been seen that a direct relationship between consumer and producer has a largely positive response both in the short and long term. With a direct approach that brings the consumer inside the product, therefore not relying only on a purely technical description of the wine but going to tell the story of the company, the tradition and culture that are handed down, as well as the type of approach to production or sensitivity to social issues, there is a much greater chance of reaching the customer target that the company intends to involve.

The consumer likes to be pampered and is interested not only in the organoleptic characteristics of the wine but also in everything that led the company to create that product.

“Being a little known topic in the media or in any case with a great lack of notions regarding sustainability, the difference between natural, organic and biodynamic, it is particularly essential to inform the consumer about it, in doing so a relationship of trust is established with the company potentially lasting in the long run” [41].

The company has the opportunity to explain every single decision and technique used step by step, enhancing them, in this way informing the consumer who becomes increasingly aware and informed.

The demand for sustainable or natural products sees an increase in the younger age groups, the so-called Generation Z and Y (Millennials), who are willing to pay a premium for a natural wine.

This attention from the new generations is the result of greater information and knowledge of environmental issues, favored by the dissemination of information and awareness raised through the use of social networks.

The study also shows how the level of education also influences the sensitivity and attention towards sustainable products, in fact, as the level of education increases, the preference for sustainable products grows in turn.

When we talk about natural wines in the common imagination terms such as health, nature, genuine are associated, but at the same time negative adjectives are also attributed. In particular, it is thought that a natural wine is excessively expensive, that it is an acidic wine, not suitable for storage. A retailer therefore finds himself having to specify the actual characteristics of the product and defend himself against some common beliefs.

To the advantage of the producers there is their passion, which has led them to adopt a production style aimed at safeguarding the environment, in fact the majority of producers declare that: "natural wine production is an expression of personal passion and not a choice determined the fashion of the moment" [41].

“The growing interest on the part of the consumer in natural or in any case sustainable products should push the producer to increasingly attribute greater value to the product, increasing investment both in production and in product communication, paying particular attention to direct sales and to consultancy” [41].

6 - Communication

In the world of wine, communication is essential. Wine in itself is history, it is culture, tradition, innovation, conviviality, experience, sensations and much more; however, it must be told to the consumer in such a way as to be able to meet his request.

In fact, each company sets itself a target, a slice of the market to reach, and based on the characteristics of this group of people and according to needs, it will develop a different communication proposal.

However, there are some aspects that all the different strategies have in common, such as the goal of achieving a relationship of trust with the consumer.

The wine must be told, described in a clear and precise manner, providing information on its characteristics which may concern more historical and cultural aspects, or technical or organoleptic aspects.

The consumer will then choose a “wine that meets his needs”.

Communication takes place both at the label and packaging level, but also through the means of communication such as the internet.

“By now almost all the wineries have their own website, which displays the main information regarding the winery, the products and the services offered” [32].

So the communication starts right there. The potential customer has various information available and has the opportunity to evaluate its value and decide if that product can meet their needs.

In recent years there has been an increasing increase in communication through social networks, with the use mainly of Instagram and Facebook. Wineries and companies promote their products and the events they organize to bring even the youngest age groups interested in discovering and learning about the world of wine.

The study carried out by the University of Florence shows that faced with the multiple attempts of different companies to look for a strategy or a single communicative action that leads them to reach their target, the customer instead appreciates stability, coherence, clarity, evolution and growth. A well-structured communication plan is effective precisely because it becomes synonymous with trust.

It must be very clear what the identity of the winery is, what makes it unique and different from the others, and mainly the characteristics of the product must be clear.

The communication strategy must let the reference market know that the company exists and is active. It must make its history, the territory and the product known and all of this certainly cannot be improvised.

While on the one hand the winery needs to enhance its work and its product, on the other the consumer is interested in knowing that the wine he is about to buy comes from a long production process that safeguards both the environment and society.

The use of certifications therefore becomes useful, as they play a fundamental role in the communication and enhancement of the product.

Certifications that can represent the element that brings consumers and producers closer to a relationship of trust and guarantee.

7 - Case studies

In this study 5 wineries from Veneto region are examined, with the aim of analyzing their communication strategy and the techniques used in the design of their website. First of all, however, an overview of the main information regarding the different cellars will be made. In particular, the history, where they are located, what they produce and their corporate philosophy will be taken into consideration. All the information in this chapter comes from the wineries website, that is, it is the information that the consumer has at his disposal.

CANTINA PIZZOLATO

WHO (the history)

In 1981 the Pizzolato Settimo & Gino farm was born, only bulk wine is produced as an element of excellence to add to their fruit production and livestock breeding. Already in 1991 Pizzolato obtained organic certification for all its products, from orchards to vineyards. In those years the cultivation of organic grapes became the backbone and characterizing element of the company. Since 1999 the winery begins to grow and expand, producing 1 million bottles a year and reaching 58 hectares of vineyards. In the same year, the first Pizzolato bottle arrives in the United States. In 2007 the winery introduced the line without added sulphites, mainly requested by the US, Dutch and Italian markets. In 2012 they obtained the Vegan certification; "Our wine wants to be a wine suitable for everyone, which can be combined with any dish. Whether vegan or not, the important thing is that the wine is a good wine" [33].

In 2016 the new Pizzolato winery was born, while in 2018 there was a 10% increase in sales compared to the previous year and with an export of 90.8%, paying great attention to the quality of the wines. As for the vineyards, the first micro-vinifications from resistant vines were consolidated in the same year. In 2019 Novello 2019 was presented: the first wine from PIWI resistant vines, the new line of green and design wines was also born which will be very successful called "M-Use". The years of the pandemic have not particularly hindered the winery and their sales, in fact in 2021 the winery produced more than 9 million bottles, all certified organic. The intention is always to focus on sustainability and responsible consumption, and the entire Hospitality area and offers for the public are also increased.

In 2022 the winery buys a new estate in Colle Val d'Elsa for the production of both organic Chianti and oil. The objective of growing corporate sustainability is constantly pursued, also becoming a Benefit Company.

WHERE (location)

“Two regions, two histories and two traditions united by a single philosophy, the biological one” [33].

The Pizzolato winery owns two estates, the first in Villorba near the city of Treviso while the second, Casale Terzo, in Colle Val d'Elsa in the province of Siena.

Cantina Pizzolato in Villorba, "a green cellar in the heart of Treviso" [33], this is how the main office, inaugurated in 2016, is presented. It is a project carried out in collaboration with local companies and with the intention of using materials as much as possible zero km, the entire production chain is incorporated into a single structure, including the wine shop, reception, offices, bottling and two winemaking areas. In 2021 the last accommodation facility was built, the Officina del Vino, an agri-wine bar to complete the Hospitality project. "A place dedicated to wine, conviviality and hospitality with the aim of enhancing the offer and experience of the cellar which offers a rich and varied calendar of events and guided tours every year" [33].

Casale Terzo in Colle Val d'Elsa, defined as the corner of paradise in Tuscany, all 100% organic. Located in the center of the Sienese hills, framed by the towers of San Gimignano and the paradisiacal landscapes typical of Tuscany. The Casale has historic oregano plants dating back to 1250, while in 1974 the first organically grown vineyards were planted around the Casale. The Pizzolato family decides to buy the estate in 2021 and they begin the production of organic Chianti Colli Senesi. "The world of Casale is made of humility, delicacy, respect for nature and a great passion, that of producing a good and organic wine" [33].

WHAT (products)

Cantina Pizzolato offers a large number of products starting from sparkling wines up to the great reds. As for the sparkling wines, they are really numerous and we can find: Spumante Prosecco DOC Brut Without Added Sulphites, Spumante Rosé Extra Dry “M-Use”, Prosecco Doc Treviso vino frizzante, Spumante Prosecco Superiore DOCG Conegliano-Valdobbiadene Extra Dry “Stefany”, Spumante Prosecco DOC Rosé Brut 2022, Spumante Prosecco DOC Extra Dry “M-Use”, Prosecco DOC vino frizzante, Spumante Prosecco superiore DOCG Conegliano-Valdobbiadene Brut. And more: Spumante Prosecco Brut “M-Use”, Spumante Moscato Dolce “So Easy”, Vino Rosato Frizzante IGT Veneto col fondo “Hurrà”, Vino Bianco Frizzante IGT Veneto col fondo “Hoopa”, Spumante Rosé Extra Dry “So Easy”, Spumante Pinot Grigio Delle Venezie DOC Extra Dry “M-Use”, Spumante Pinot Grigio delle Venezie DOC Extra Brut “So Easy”, Spumante Prosecco DOC “Ice” Demi Sec “So Easy”, Spumante Chardonnay Brut “Frederik”, Spumante Metodo Classico Brut Nature-Chardonnay Manzoni Bianco, Spumante Moscato Dolce “M-Use”.

Among the white wines instead we find: Bianco IGT Veneto Vino Passito “Alba Chiara”, Manzoni Bianco DOC Piave “Back to Basic”, Pinot Grigio DOC Venezia “Back to Basic”, Chardonnay DOC Venezia “Back to Basic”, Vino Bianco “H-Hero”, Vino Bianco IGT Veneto “Huakai”.

As red wines Pizzolato winery offers: Rosso IGT Veneto Senza Solfiti Aggiunti “Rosso Convento”, Merlot IGT Veneto Senza Solfiti Aggiunti, Cabernet IGT Veneto Senza Solfiti Aggiunti, Vino rosso IGT Veneto Novello senza solfiti aggiunti annata 2022, Vino rosso IGT Veneto senza solfiti aggiunti “Konti-Ki”, Raboso IGT Veneto “Back to Basic”, Pinot Nero DOC Venezia “Back to Basic”, Raboso del Piave DOC Vino Passito “Donna Luna” 2020, Malanotte del Piave DOCG “Il Barbarossa”- annata 2019, Raboso DOC Piave- annata 2020, Vino Rosso “H-Hero”, Chianti Colli Senesi DOCG.

As can be seen, Pizzolato winery offers a wide range of products divided into different lines and with different characteristics, most of the products are sparkling wines. Their production focuses only on organic, vegan, PIWI and no added sulphites wines.

HOW (philosophy)

“In this clean and untouched nature, we do what we do best: we respect it” [33]

“Welcome to our world, organic since 1991. Environment, research and sustainability are our founding values” [33]

“A choice of life, the biological one” [33]

What certainly transpires by visiting the winery's website is the strong attention and the great investment that the Pizzolato family has decided to follow from the beginning, the choice of organic. Strongly desired, highly sought after and followed is also the choice to have a production that is sustainable at 360°. Their philosophy is precisely that of producing good wine and organic wine, wine that protects the environment where it is produced, the people who produce it and the consumers who decide to buy it.

Products strongly studied and at the same time valued. For the Pizzolato family, the environment is in the foreground.

In addition to the wines, there is also great attention to the building that houses the entire supply chain, a building designed down to the smallest detail and always built with the aim of creating a functional, avant-garde and sustainable building, with the use of products as much as possible at zero km and with the help of local companies, this demonstrates how all business choices revolve around the concept of environmental protection and sustainability.

PERLAGE WINERY

WHO

Since 1985, the 7 Nardi brothers together with their father and mother have decided to start organic vine cultivation, starting from Riva Moretta, a historic vineyard in the heart of Prosecco Superiore DOCG.

Today Perlage is one of the most renowned producers of organic wine in the Veneto region. It is also one of the few companies that produce organic Prosecco DOCG within the Consorzio di Tutela del Prosecco di Conegliano Valdobbiadene. Since 2004 Perlage has been producing biodynamic wines as well as organic wines with the aim of combining tradition and innovation in their wines to be taken all over the world. To date, Perlage is in the third generation that follows one another and who chooses to continue with the production of organic wines and with a strong focus on the environment and sustainability.

WHERE

The Perlage winery is located in Farla di Solito in the province of Treviso, about 50 km from Venice, in the heart of the Prosecco Superiore D.O.C.G. of Conegliano Valdobbiadene. It is located along the Prosecco D.O.C.G. road and overlooks the high hillside vineyards characterized by steep slopes.

WHAT

The production of Perlage winery can be divided into: Proseccchi D.O.C.G., Proseccchi D.O.C., Spumanti cuvèe, white, red, without added sulphites and biodynamic.

As for the D.O.C.G. proseccos: Tiziano Nardi Cuvèe del Fondatore a Valdobbiadene Prosecco Superiore D.O.C.G. Extra brut organic and vegan, Animaè Prosecco or a Valdobbiadene Prosecco Superiore D.O.C.G. organic, vegan and without added sulphites, Col di Manza a Valdobbiadene Prosecco Superiore D.O.C.G. Extra dry Millesimato organic, vegan and biodynamic. Canah and Quorum which are respectively Valdobbiadene Prosecco Superiore D.O.C.G. organic and vegan Brut and Extra dry, Genesis Asolo prosecco superiore D.O.C.G. Extra brut organic vegan, Riva Moretta sparkling prosecco D.O.C.G. organic and vegan.

As D.O.C. Perlage offers: Organic and vegan Sgàjo prosecco Treviso D.O.C. extra dry, organic and vegan Zharpi prosecco Treviso Brut, organic and vegan Afra prosecco D.O.C. Rosé extra dry millesimato, organic and vegan Soralòc sparkling prosecco D.O.C. organic and vegan, Bacaro organic and vegan prosecco D.O.C. Treviso.

For the Spumanti cuvèe line: Perlapp organic and vegan extra dry white sparkling wine, Perlapp rosé organic and vegan extra dry rosé sparkling wine, Ottantacinque cuvèe organic and vegan brut sparkling wine.

Among the whites we can find: Aleph Manzoni white brut organic and vegan classic method, Verdisco Veneto IGT organic and vegan, Pinot Grigio delle Venezie D.O.C. organic and vegan, Borgo Faveri Organic vegan and biodynamic white wine.

There are 7 red wines that the winery produces, namely: Animaè Cabernet Veneto IGT organic, vegan and without added sulphites, Cabernet Trevenezie IGT organic and vegan, Merlot Trevenezie IGT organic and vegan, Marche Sangiovese IGT organic and vegan, Primitivo Puglia IGT organic vegan friendly, è rosé Veneto IGT organic and vegan, Borgo Faveri rosso, i.e. biodynamic red organic and vegan wine.

As can be seen, and given above all the position of the cellar, the production is centered on the creation of prosecco, in all its forms and always with the fundamental characteristic of being organic. In fact, all production is carried out with meticulous attention to sustainability.

HOW

“Since the beginning, Perlage's activity has been aimed at pursuing a positive impact on the environment and the community translated into the assumption of 7 responsibilities” [34].

The Perlage winery decides precisely to take on 7 responsibilities and adapt the production and all the management phases of the company with the aim of respecting these responsibilities taken.

Responsibility towards the customer, the environment, human relations, the local community, society, the future and towards the reinvestment of profits in innovative projects. Towards the consumer, Perlage undertakes to establish a relationship of trust based on transparency and certification as a guarantee of the company's quality and commitment. “Perlage ensures that the quality of its wines will never be subjected to the laws of the market because a product cannot be below the quality standard that our cellar sets itself” [34].

At the basis of Perlage's corporate philosophy there is certainly organic farming, from the vineyard to the cellar, with extreme attention to detail and technological innovation, with the use of increasingly cutting-edge tools to preserve the health of both the plant and of the final consumer. As seen from the 7 responsibilities assumed by the company, Perlage is a reality that not only looks at sustainability but tries to take part in the change, implementing choices and measures that involve all areas of production and beyond.

CANEVEL

WHO

The origins of Canevel date back to 1979 thanks to Marco Caramel, an expert in the sector. Since 2016, the winery has been part of the Masi group, leader in the production of Amarone and other excellent wines from the Venetian region.

Canevel today owns 26 hectares in the Valdobbiadene Superiore DOCG area.

Representing the family, Carlo Caramel remains as shareholder.

WHERE

The Canevel winery is located on the Prosecco hills, in the Valdobbiadene area.

WHAT

The wines produced by the cellar are: Canevel brut Setàge Valdobbiadene DOCG, Canevel extra dry Setàge Valdobbiadene DOCG, Il Millesimato extra dry Valdobbiadene DOCG, Cartine superiore dry Valdobbiadene DOCG, Cartizze superiore dry Valdobbiadene DOCG.

Among the wines produced there are three crus namely: Terre del Faè Valdobbiademe DOCG, Campofalco Valdobbiadene DOCG, Rosa del Faè Millesimato brut.

From the Canevel home line instead: Brut prosecco DOC, Extra dry prosecco DOC, Brut prosecco Rosè DOC, Brut cuvée 1000, Extra dry cuvée 1000, Extra dry cuvée Rosa.

Finally, in collaboration with Diesel, the Extra Brut prosecco DOC Organic was created.

HOW

“Only the products of Valdobbiadene contain all the values that nature, history, tradition and men have created in all these years of work” [36].

The company philosophy is not highlighted on the winery's website, it speaks of the tradition and culture of the area and of the products, of respect for history but it does not go beyond that.

Specifically, there is no other information regarding the company's mission.

As far as our interest in the topic of sustainability is concerned, no strategy is mentioned.

Sustainability is only mentioned in the description of the wine made in collaboration with Diesel, it is in fact an organic prosecco extra brut DOC, made "in the name of a common vocation for sustainability" [36], where vinification and sparkling wine come naturally.

VILLA SANDI

WHO

The history of Villa Sandi begins in the 1920s when Mario Polegato bought some vineyards and became part of the wine market. After the Second World War Divo, together with his wife Amalia Moretti, followed in his father's footsteps. Divo's sons, Mario and Giancarlo, are passionate about the world of wine and continue the family tradition. Mario becomes an oenologist, while Giancarlo dedicates himself to the financial management of the company.

After the sudden death of their father Divo, the two brothers, driven by their mother's strength, bought Villa Sandi at the end of the 70s, a Palladian-style building, while in the early 80s they were among the first to make prosecco appreciated abroad, becoming export pioneers.

After a trip to the Champagne areas, the two brothers decide to use the underground galleries for the production of wines with the classic method, finding great success.

The success of the family continues not only through the cellar, Mario gives life to the well-known shoe brand Geox, while Giancarlo and his wife bring the Villa Sandi brand all over the world.

Generation that follows one another within the company, which enhances and preserves the now historic vineyards which over time have decreased their yield but increased their quality, thus obtaining various awards.

WHERE

Villa Sandi is spread over 5 estates located among the most renowned DOC and DOCG areas between Veneto and Friuli Venezia Giulia.

Tenuta La Rivetta: one of the most prestigious areas for prosecco, it is located in the Cartizze area, a vineyard of 1.5 hectares.

“Steep slopes alternating with more gentle slopes, where passion and tenacity have made cultivation possible even in the most impervious areas. In this micro-zone, kissed by a perfect union between a mild microclimate and a fertile land of very ancient origins, Villa Sandi owns a one and a half hectare vineyard, called "La Rivetta" [37].

Tenuta di Valdobbiadene: located in the well-known and renowned area which became a UNESCO heritage site in 2019, the estate in Valdobbiadene collaborates with carefully selected winemakers for the production of an excellent prosecco.

Tenute di Crocetta del Montello: here is the hub of family activities, the villa, surrounded by vineyards of different varieties including Merlot, Pinot Noir, Chardonnay, Cabernet Sauvignon and Incrocio Manzoni.

Nervesa della Battaglia estate: “a naturalistic oasis between Montello and the Piave river, the first required to obtain biodiversity friend certification” [37].

Tenuta di Spilimbergo: it is located in Friuli Venezia Giulia in the Prosecco DOC production area. Glera, Pinot Grigio, Pinot Noir and Ribolla Gialla are grown here.

WHAT

The production of Villa Sandi is extremely vast, the cellar offers: Valdobbiadene superiore di Cartizze DOCG la Rivetta, Valdobbiadene prosecco DOCG la Rivetta 120, Cartizze di Valdobbiadene prosecco superiore DOCG dry, Valdobbiadene prosecco DOCG Rive di San Pietro di Barbozza extra brut, Valdobbiadene prosecco superiore DOCG extra dry, Valdobbiadene prosecco superiore DOCG Millesimato brut, Asolo prosecco superiore DOCG brut, Nero Asolo prosecco superiore DOCG extra brut, Limited edition Asolo prosecco superiore DOCG extra brut - Snow Polo St. Moritz 2022, Limited edition Asolo prosecco superiore DOCG extra brut - Snow Polo St. Moritz 2023, Il Fresco prosecco DOC Treviso Millesimato extra dry, Valdobbiadene prosecco frizzante DOCG, Il Fresco prosecco DOC Rosè Millesimato brut, Il Fresco prosecco DOC frizzante Treviso, Il Fresco prosecco DOC Biologico Brut, Il Fresco Blanc de Blancs brut, Dolce Sandi spumante aromatico, Il Fresco prosecco DOC Treviso brut, Auris spumante, Roseum spumante.

It's still: Còrpore Merlot Montello e colli Asolani DOC, Pinot Grigio delle Venezie DOC, Raboso Marca Trevigiana IGT, Cabernet Sauvignon Venezia DOC.

All the wines mentioned come from the territory that extends between Veneto and Friuli Venezia Giulia with the Villa Sandi brand, the offer of multiple wines from Borgo Conventi, an estate located in Farla D'Isonzo-Gorizia, should also be mentioned.

As you can see there is only one organic wine.

HOW

The Moretti Polegato family bases its mission on two fundamental principles: listening and respect. Listening, attention and care for the territory, the vineyard and the land where it is located, surrounded by nature and the environment. Respect for wine, tradition and culture, but at the same time the planet, the people, the community and the future. Particular attention also to the diversity of people, gender equality and meritocracy, encouraging projects of promotion and social inclusion.

“Villa Sandi for life. A healthier future for our planet” [37]. The cellar has always worked to protect and safeguard the environment at all stages of the production chain. Part of the electricity consumed by the winery comes from a hydroelectric plant that works with water from the Brentella canal.

The same water is regulated by the reclamation consortium and used to irrigate the surrounding vineyards, to cool the tanks and autoclaves, and to ensure optimal humidity in the underground tunnels. In 2012, photovoltaic panels were also put into operation.

The winery has the Biodiversity Friend certification which "attests the use of good, sustainable and low environmental impact practices in the management of the vineyards in order to preserve biodiversity, i.e. the set of animal and plant species that live in a given environment" [37].

VEDOVA WINERY

WHO

The family business began in the 1950s and continued and was handed down over the years up to the present day. Thanks to the dedication and love for one's land, today Vedova is one of the largest and most well-known wine producers in the Valdobbiadene area. "The great experience accumulated over time has made it possible for the winemaking tradition to marry today with new technologies, to produce a wine of ever higher quality and meet the taste of the most refined connoisseurs" [35].

WHERE

The Vedova cellars are located in the heart of the Marca Trevigiana, in Valdobbiadene, the production area of the Prosecco DOCG of Valdobbiadene and Conegliano.

WHAT

There are several wines produced by Cantine Vedova; Spumante Superiore di Cartizze DOCG-Valdobbiadene-dry, Valdobbiadene prosecco superiore DOCG-Rive-Millesimato dry, Valdobbiadene Prosecco Superiore DOCG Millesimato Rive BRUT Nebbia, Valdobbiadene prosecco superiore DOCG Spumante brut, Valdobbiadene prosecco superiore DOCG spumante extra dry, Prosecco DOC-extra dry-Vedova, Prosecco DOC frizzante Legatura Spago, Prosecco DOC Tranquillo, Vino Spumante Cuvèe Prestige brut, Vin col Fondo.

HOW

No reference is made to the company philosophy or the mission of the winery on the Cantine Vedova website. Only the history, tradition and culture of the family that has been handed down over the years is mentioned. No reference is made to sustainability and natural wine.

8 - The strategy behind the communication of their websites

The following table reports a comparison of the strategic orientation adopted in their website communication by the 5 wineries analyzed.

	PIZZOLATO	PERLAGE	CANEVEL	VILLA SANDI	VEDOVA
DEFINITION OF SUSTAINABILITY	“Meeting the needs of the present without compromising those of future generations-this is the true meaning of working sustainably!”	NO	NO	NO	NO
ARE THE THREE TYPES OF SUISTAINABILITY EXPLAINED	YES	NO	NO	NO	NO
IS THE SALE SUISTAINABLE	YES	YES	No information	No information	No information
WHEN THEY BECAME SUISTAINABLE	From the foundation	From the foundation	-	From the foundation	-
IS BIOLOGICAL MENTIONED	YES	YES	NO	NO	NO
DO THEY TALK ABOUT NATURAL WINE	NO	NO	NO	NO	NO
ARE THE CERTIFICATION SHOWN	YES	YES	NO	YES	NO
SLOGAN	BEYOND ORGANIC	PERLAGE: ORGANIC WINES SINCE 1985	IN THE HEART OF VALDOBBIADENE	-	-
COLOURS	Light green and white	Light green and white	Dark grey and gold	Black and white	Black and white
LEGIBILITY	HIGH	HIGH	LOW	MEDIUM	LOW
PROMOTIONAL EVENTS	YES	YES	YES	YES	YES

This summary table aims to highlight the differences between the 5 wineries regarding some communication choices adopted.

We want to point out how some companies have decided to provide the consumer with all possible information regarding the history, the products, the company mission, the certifications, the awards and the sale of the products, unlike other companies which instead adopt a more minimalist strategy, to showing some information without going into details.

Taking into specific consideration the Pizzolato winery, the latter provides a long series of detailed information regarding any stage of production and everything that involves the company starting from the infrastructure and techniques adopted for its construction.

Another thing that Pizzolato winery does is to talk in depth about the topic of sustainability, it gives definitions, explains the topic to the customer, explains what its position is on the matter and shows with great clarity and precision all the certifications obtained as well as also providing information about these.

The theme is widely structured, we talk about the 2030 agenda, sustainability in wines, social reports.

It uses light green and white as colors, bright colors that represent and refer to nature and consequently to sustainability, there is a great commitment and great attention to the graphics, with the use of a suitable font and example images.

The winery also offers a wide range of promotional events such as visits to the cellar, in-store consultancy and various events throughout the year.

They don't specifically talk about natural wine but they mention OMG free, vegan friendly, PIWI and much more.

An opposite example, on the other hand, can be that of Cantine Vedova, with an extremely synthetic but elegant-looking type of communication. The pair of black and white colors that make the website attractive are used, no other colors are used and the images also appear in black and white. The information is very scarce, even in terms of history not many details are provided, it is said that the cellar has a long history but it is not explored in detail. This can be a strategic choice aimed at enticing the customer to deepen their knowledge of the cellar, a cellar that enjoys a certain reputation and which consequently can also focus on the customer's curiosity.

Strategic choices similar to those of the Pizzolato winery are those of Perlage wines, closely linked to the theme of sustainability and specifically linked to organic farming by a long history. The choice of colors is very similar, a slightly darker green than the Pizzolato winery and white, a green that refers to the organic certification logo.

The structure of the website is well organized and divided into different sections depending on the topic and easy to recognize.

As far as the Canevel winery is concerned, however, the information is very little, only one "sustainable" wine is produced, but the theme is neither mentioned nor explored, they do not speak of sustainability and company choices aimed at protecting and safeguarding the environment, so also Villa Sandi.

Villa Sandi enjoys a long history and family tradition that has been handed down over the years, and their communication strategy focuses heavily on the cultural and family aspect. Several generations that follow one another and that pass on knowledge, experience and quality. We talk about sustainability and their attention to the theme, with the use of energy from renewable sources.

Villa Sandi, Canevel and Vedova cantine adopt dark colors on their website, as if to represent seriousness, elegance and importance, while Pizzolato and Perlage adopt a color palette in shades of green because they aim precisely to convey the green message.

Even the choice of images is different, while the two "green" wineries use images and photos of the vineyard, of the fields, with lots of greenery and lots of nature, the other three somehow show the greatness of their company, showing the large vineyards and their extension.

All the wineries offer the customer experiences in the cellar, with tastings or events, demonstrating the attention that is paid to direct contact with the customer.

9- The wineries' goal, as derived from the 5 questionnaires

All 5 wineries examined were asked to answer a short questionnaire aimed at understanding what are the communication objectives that the winery sets itself when creating its own website.

The 5 questions were intended to get an insight on the target of their communication strategy and on the modality chosen to address consumers of natural wine.

The questions are reported hereafter:

1. What message does your company want to convey to the average consumer and to the consumer of natural wine?
2. What is the target with which your company wants to establish a bond and what are their main characteristics?
3. Was a market study carried out for the design and creation of the website?
4. How often is the message changed or modified?
5. What kind of feedback have you received? How many consumers on average visit your site?

Perlage winery promptly replied to our email and these are their answers:

1. In terms of communication, Perlage aims to promote sustainable lifestyles and consumption, linked above all to the use of wines and foods from organic farming. What Perlage sets out to do in its entrepreneurial and communicative activity is to spread "lifestyles with a low territorial, economic and social impact"
2. The targets are different depending on the market, in any case Perlage wants to relate both with pioneering organic consumers and with those who do not yet know these issues.
3. For the creation of the new website, a study of the competition was conducted, and we also took into consideration parameters that would facilitate accessibility.
4. The slogans used may vary over time, because it is important that the message is transmitted following contemporary communication models. However, the meanings do not vary, organic and sustainability remain key themes. We usually update our claims every 5\6 years.
5. The feedback we have received regarding our new website is positive, both the blog articles and the in-depth sections arouse a lot of interest. In 2022 we had around 190,000 views.

It has to be noted that Perlage winery was the only company to answer our questions. Most likely, this is due to the fact that small-medium sized local wineries don't have personnel primarily involved in marketing activities.

Smaller wineries seem to have less capacity in putting effort in promoting their products within a communication strategy, as they reported themselves when contacted for this study.

Conclusion

This work wanted to compare what the consumer is looking for when buying a natural wine and how some companies in the area have actually decided to set up their communication strategy on their website.

The study conducted by the University of Florence shows how communication and trust with the consumer are fundamental aspects and in particular places particular attention on the importance of the direct relationship with the buyer.

All the wineries examined offer visitors the opportunity to take a guided tour of their cellar and vineyards with subsequent tasting to better understand and explain the products and identifying characteristics of their company.

In fact, each winery has the possibility of making itself known directly by the consumer, some of them also organize other activities and offers precisely to enhance their production and their corporate philosophy.

With reference to the visual aspect of the communication, what emerges from this study is that the wineries that decide to adopt a production system with a green footprint also in terms of image and communication, take advantage of colors, words and images that evoke sensations of nature and sustainability in consumers who look at them.

Along with the green approach, other wineries prefer to direct their communication towards the historical and cultural aspect of their company and the area in which they are located, thus going for a more elegant and refined design style.

This paper also aims to highlight the fact that consumers and producers find themselves in difficulty due to the lack of information and the lack of clear and precise certifications that can protect those who decide to implement a whole series of production strategies aimed at safeguarding the environment and at the same time all consumers who are particularly interested in the issue.

It is in fact highly probable that when a consumers can assess the quality of the production methodologies adopted by wineries, this increases the likelihood this consumer can choose in line with his or her preferences.

What is certainly necessary is greater information and attention to what sustainability is: “in environmental and economic sciences, a condition of development capable of ensuring the satisfaction of the needs of the present generation without compromising the possibility of future generations to realize their own”. (Treccani)

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