

## ITALY

### Agri-food chain integration & quality

**Location**  
Vicenza

**Programming period**  
2014 – 2020

**Priority**  
P3 - Food chain & risk  
management

**Measure**  
M03 – Quality schemes

**Funding**  
Total budget 40 000 (EUR)  
EAFRD 9 918 (EUR)  
National/Regional 13 082  
(EUR)  
Private / own 17 000 (EUR)

**Project duration**  
2020 to 2022

**Project promoter**  
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A small producer group used CAP funds to promote their quality wines produced from a local traditional grape variety.

### Summary

A small producer group in Veneto, Italy produces two high-quality wines using a local variety of grape. To respond to growing competition from nearby and better-known wine areas, the group decided to use CAP funds to launch a promotional campaign that would help them improve their position in the market and protect these locally produced traditional products.



### Project Results

More than 550 people received information about the high-quality local wines at a weekend event.

The revamped website attracts around 140 additional visitors per month (350 in 2020 compared to 210 on average previously).

### Lessons & Recommendations

- ❑ More than 550 people received information about the high-quality local wines at a weekend event.
- ❑ The revamped website attracts around 140 additional visitors per month (350 in 2020 compared to 210 on average previously).



## Context

The Gambellara Wine Consortium was set up in 1972 to promote two high quality white wines produced in a very small area of the Veneto region in Northern Italy: the dry, aromatic Gambellara, and the dessert wine Recioto di Gambellara. The two wines are produced from a local grape variety called Garganega, which has been cultivated since the Roman times.

The Gambellara Wine Consortium consists of just 21 farmers, who collectively cultivate approximately 230 hectares of vineyards. Their efforts and investments to-date have chiefly been concerned with improving the quality of their wine. However, with almost no focus on marketing and promotion, this small producer group had slowly lost its competitiveness and dynamism, becoming increasingly overshadowed by the substantial competition from nearby and better-known wine areas.

## Objectives

The aims of this project were to promote the two wines to consumers and retailers, both regionally and nationally, in order to preserve the production of these traditional products.

## Activities

Promotion activities organised at provincial and regional scale included:

- Participation in the 'Jazz and Wine' weekend event.
- Revamp of the producer group's website and launch of a social media presence..
- Production of promotional gadgets (1 100 corkscrews) for the member farmers to distribute as they promoted the wines.
- Organisation of a press tour for Italian journalists.

All national level promotional activities had to be cancelled due to the COVID-19 restrictions.

## Main results

Over 550 attendees of the jazz weekend in Vicenza received information about the two wines.

The revamped website is recording approximately 350 visitors per month compared to the 210 visitors per month in 2020.

The project has just finished, so it is too early to understand the long-term impact on sales. Nevertheless, the situation already seems very promising.

## Key lessons

There will always be a limit to how much visibility a small base of producers can achieve, but this CAP-funded project has provided a launchpad for the group to reorient their strategy toward a greater focus on competitiveness and brand awareness.

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### Additional sources of information

[www.facebook.com/gambellaradoc](https://www.facebook.com/gambellaradoc)