



## **USA, THE SUCCESS OF PINOT GRIGIO DURING LOCKDOWN BECOMES A CASE STUDY: A LEAP FROM "COMMODITY" TO "DOMESTIC WINE"?**

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**WINE2WINE BUSINESS FORUM  
24 November 2020  
at 5.15pm-5.45pm**

### **Speakers:**

**MW Nicholas Paris, Director of Global Sourcing E&J Gallo Winery  
Sandro Sartor, CEO Ruffino and Constellation Brands  
Albino Armani, Chairman Consorzio delle Venezie DOC  
Lulie Halstead, CEO Wine Intelligence**

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**The success of Pinot Grigio in the USA during the lockdown becomes an international case study** that will be the focus of attention at the seventh edition of Wine2wine, this year converted into a digital event.

The Business Forum organized by Vinitaly International will put the spotlight on the post-Covid-19 era, a scenario that is putting the wine industry up against an unprecedented challenge, also examining those “contrasting” realities, which show how much the market and consumers’ directions are often unpredictable. The "casus" will be the extraordinary performance of Pinot Grigio in the States during the lockdown which will be analysed in the talk organized by the **Consorzio delle Venezie DOC** on Tuesday 24 November from 5 pm to 5.30 pm.

A truly unique case where not only slight increases in consumption are recorded compared to the world trend, but it seems to reveal a change of approach by the consumer towards Pinot Grigio which, in the pandemic era, comes back to being the purchase object of choice increasingly aware as one of the favourite wines to be consumed in the family environment.



Therefore, **from "commodity" to "domestic use"**, will be the starting point of a market analysis in the USA which will see speeches by authoritative exponents in the overseas production and distribution of Pinot Grigio, starting with **MW Nicholas Paris, Director of Global Sourcing of European wines for the colossus E. & J. Gallo Winery**, and **Sandro Sartor, CEO of Ruffino and Constellation Brands**, both introduced by the **Chairman of the Consorzio delle Venezie DOC Albino Armani**. The **CEO of Wine Intelligence, Lulie Halstead** will open the forum, who, through a qualitative survey, will talk about how 2020 has changed market trends and ways of buying and consuming in the States, focusing on the opportunities of Pinot Grigio.

To access the forum, registration on the Wine2wine digital platform is necessary. For further information on the Business Forum and on how to register, consult the website [www.wine2wine.net](http://www.wine2wine.net)

See the [programme](#) here

On Monday November 23rd, at 11.00 am, the Consorzio delle Venezie DOC will also host a virtual tasting within the **Wine2wine Exhibition digital edition** and will present seven wines of the Appellation.

More info <https://www.vinaly.com/en/wine2wineexhibition/events-calendar/>

**Consorzio DOC delle Venezie**

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