

# **THE ART BEHIND NOSIOLA: FROM SPARKLING TO VINO SANTO**

## MOTIVATION FOR CHOSING THIS TOPIC

Nosiola is an art. A grape variety strongly linked to the Trentino winemaking tradition, traditions, stories, people. A grape variety that represents uniqueness, particularity, elegance, resilience. A grape variety of which little is known yet and, what little is known, is sometimes the result of hearsay, of more or less in-depth studies, but never adequately narrated at an international level. The motivation for this work is precisely the fascination aroused by Nosiola, its elegance, its wines, the stories it can tell. I like to imagine Nosiola as an elegant, adult person who must be respected, cared for, appreciated for all that she can offer. La Nosiola is not new from an enological/viticultural point of view, but today it is experiencing a new youth, a new starting point which, with due attention, will lead to ever greater successes.

## PROBLEM/OBJECTIVE

The problem, if it can be defined in this way, is the adequate enhancement of Nosiola for winegrowers and for national / international markets. If, on the one hand, Nosiola is obtaining prestigious national and international awards, on the other hand its distribution is still limited because some professionals and many final consumers still do not know it or do not fully know its potential. Precisely for this reason, the main objective of this short thesis is to deepen its knowledge also from a viticultural and oenological point of view, looking for information and data on different sources, analyzing and processing data, planning some guidelines for the future of Nosiola . A short business plan that can serve as a starting point for present and future reasoning both at a systemic and company level.

## METHODOLOGY & CONTENT

After a careful documentary research from multiple written and digital sources, formal and informal interviews with wine professionals, analysis and preliminary data processing, a paper was drawn up, some schemes and summary tables to illustrate the peculiarities of Nosiola from different points of view. Subsequently a brief strategic analysis was carried

out on both the marketing / promotion of Nosiola and its distribution / sales. Through strategic and marketing analysis models (Supply Chain, Value Chain, SWOT, Porter's 5 Forces, BCG Matrix, Blue Ocean Strategy), the critical success factors, strengths and weaknesses, opportunities and risks have been identified, but at the same time the main levers on which to build the present and future success of Nosiola.

## CONCLUSION

All the reasoning and analyzes carried out have brought to light the growth potential of Nosiola both in production and market terms, with great opportunities also on international markets such as Northern Europe, Canada, UK and Asia. Similarly, it has been shown that some markets that are less attractive to Nosiola today, if approached with an adequate strategy, could still bring value in economic terms or more visibility to the grape variety. One of the main levers for the future of Nosiola is to be able to create value throughout the supply chain, on the one hand encouraging the winegrower to plant and re-plant Nosiola, and on the other hand B2B and B2C customers to buy it. To do this, it is certainly necessary to differentiate both the offer, creating a greater differentiation between entry-level wines and more structured / aging wines, and the demand, leveraging on a more effective marketing / promotion both at an institutional and corporate level.