



wine-searcher



Chilean Wine's Lockdown Harvest

By W. Blake Gray | Posted Thursday, 26-Mar-2020

In Europe and the United States, it's not a bad time on the calendar for winemakers to be locked down. There are some tasks that usually happen in March, like bottling, but many can be postponed. In the Southern Hemisphere, it's different. This is harvest season, the most important time on the wine calendar. Grapes need to be picked and processed when they're ripe or the whole year's work is lost. I wondered how Chile is dealing with the pandemic. Chile is the world's fifth-largest wine-exporting country; it trails only Australia south of the equator.

LOOKING TO AN UNCERTAIN FUTURE

What do you think the overall impact of this pandemic and a likely ensuing worldwide recession will be on the Chilean wine industry?

Sofía Araya, head winemaker, Veramonte:

"This is probably going to affect not only the Chilean wine industry but the wine industry worldwide. People not being able to go out freely, not being able to go to bars or restaurants, will demand a quick change in how we manage our distribution and sales. People will keep wanting to buy wine and drink wine but they will need an easier way to get to it and that will be up to us to figure how we fulfill this new need: improving websites' information, promoting online purchasing and wine delivering to their homes. E-commerce in my opinion has become nowadays a key factor. We had been working very closely with distributors and their clients to have our wines in the key online platforms of each of them. I think there is an opportunity for us."

VERAMONTE



Sofía Araya, Head Winemaker, Veramonte