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20 April 2019

Podcast: With Giovanni Gaja

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This is my first podcast and it feels great to start with the new generation of the Gaja winery, **Giovanni Gaja**. It is always a privilege to be given the chance to dive into the world of Gaja; to understand the numerous factors that have contributed to its success and to realise that nothing has been left to chance. It is a product of hard work and of the obsession to be different.

This took place in Athens, at Faidon's in Voula, where we discussed some key things such as:

- The need, or not, for a great story in the world of wine

- The impact of climate change on Gaja's viticultural practices
- The old vines debate
- The trend for more elegant wines, which I call the 'pinotnoirization' of wine
- The battles between modernism and traditionalism; international and indigenous; new oak or botti.
- The importance of branding and packaging design
- The role of 'influencers'

Hope you enjoy it and stay tuned for the next one.

* *The wines of Gaja are imported in Greece by Cava Halaris Cordis.*



[1]



Comments

Submitted on 05/23/2019 - 11:45 by Emilie Steckenborn

Icon producer and great to hear this type of insight. Great podcast and congratulations on the launch. Looking forward to more!

Submitted on 04/24/2019 - 10:44 by Moshe

I enjoyed listening to the conversation. Good luck in the new and exciting world of Podcasting.

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Links

[1] https://www.karakasis.mw/sites/default/files/cava_halari_event_interview-33_0.jpg

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