



Le Donne del Vino launches Gen Z wine campaign

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ROME — Le Donne del Vino, Italy's national association of women in wine, has launched a new group of young members dedicated to reaching Generation Z through social media. The Gen Z group is coordinated by national board member Roberta Urso and includes five other young members from across the country, Caterina Chiacchiarini Sartarelli, Federica Bonetta, Chiara Cecamore, Maria Teresa Santaguida and Fiammetta Mussio. Its first project, a series of short videos, launched on TikTok and Instagram. The association promotes women's leadership across the wine sector through training, tastings and networking initiatives nationwide.

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