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TERROIR AMARONE



Digital Wine Business Innovazione & Internet Marketing per il Nuovo Business del Vino

Giampiero Nadali, Elisabetta Tosi

Elisabetta Tosi

Born in Verona, I achieved a degree in philosophy at the University of Study of Padua. I'm a freelance journalist, a seasoned copywriter, and a book author. In the early 90s, I moved to Valpolicella with my family and began writing about wine and viticulture, and collaborating with wineries as a digital communicator and press office journalist. Since 2006, I publish on my personal blog, www.vinopigro.it, and collaborate with renowned Italian and foreign wine magazines, both hard copy and online. Over the last ten years, I've also been working with the marketer and wine blogger **Giampiero Nadali**. Together we offer service of consultancy in digital marketing and communication for the wine world. Our common blog in English, Terroir Amaronone, is entirely focused on Valpolicella wines.

Since 2010, I have visited the Sicilian regions to collaborate with public entities in different projects (training, communication, organizing tours for wine communications professionals).

Over the years, I've written books about wine and other topics (in Italian and in English) and have won journalistic awards.

Currently, I'm Social Media Manager for wine companies (B2B and B2C).

Social networks: Facebook, LinkedIn, Instagram.

Twitter: @VinoPigro

Steller: VinoPigro

Blogs: www.vinopigro.it

www.terroiramarone.net