



Valpolicella
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TERROIR AMARONE



Profile

Giampiero Nadali

Giampiero Nadali is an information technology expert and marketer, with over 25 years of experience working in the field of interactive communication technologies applied to marketing and communication of industrial goods.

In 2005 he started his wine blog “**Aristide** - blogging around the wine world”. That blog was among the very first at that time in Italy to animate the rising panorama of wine world on Internet, well before the advent of social media.

With Elisabetta Tosi - Italian wine journalist - he created the brand “**Fermenti Digitali**” (“Digital Yeasts”), where he acts as a marketing consultant helping wine producers to promote their brands online, leveraging digital innovations and direct communication with consumers and wine professionals.

He joined Elisabetta Tosi as well in promoting Valpolicella wine region under the brand and web site “Terroir Amarone”.

In 2008, they both participated to the European Wine Blogger Conference foundation in Logroño, Spain, later denominated **Digital Wine Communication Conference**. This was a large, international group of more than 500 people, daily involved as personal or professional experts in shaping the future of the wine world.

Since 2010, he visited regularly Sicily wine regions and has established a collaboration with Etna Wine Lab in promoting wine tourism and web marketing.

He lives in Valpolicella (Verona).

Social networks:

Facebook, LinkedIn, YouTube, Pinterest, Instagram

Twitter: @aristideblog

Blogs: aristide.biz (Italian language)
fermentidigitali.com (Italian)
terroiramarone.net (English language)