



Italian Wine Podcast

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Live from Vinitaly 2024: Italian Wine Podcast explores the impact of Artificial Intelligence on the wine industry through Felicity Carter's masterclass

In a masterclass that resonated beyond the confines of traditional wine discourse, Felicity Carter, founder of Drinks Insider and a prominent voice in global wine journalism, dissected the transformative influence of Artificial Intelligence (AI) on the world of wine. The session, held on April 14th, 2024, at Vinitaly, delved into the profound implications AI holds for vineyards, marketing, journalism, and beyond. A full commentary on the masterclass is available on the Italian Wine Podcast blog.



Felicity Carter presenting her "How AI is transforming the world of wine" masterclass during Vinitaly 2024

With a diverse audience spanning various ages and professional backgrounds within the wine industry, the masterclass underscored a shared recognition: AI's inevitable integration into the

fabric of winemaking and marketing. Speaker Felicity Carter, renowned for her incisive analysis and extensive industry experience, elucidated on the breadth of AI applications, from personalized marketing strategies to precision viticulture.

Carter initiated the discussion by demystifying AI, distinguishing between "Narrow AI," which focuses on specific tasks, and "Strong AI," capable of autonomous thought. Drawing attention to the escalating automation of human tasks — anticipated to reach 50% by 2025 — Carter emphasized AI's potential to revolutionize wine production and consumer engagement. Moreover, she spotlighted AI's impact on vineyard management, citing examples of AI-driven advancements in mapping, disease detection, and precision farming.

AI promises to revolutionize viticulture practices worldwide. However, amidst AI's promise lies challenges and limitations. Felicity Carter acknowledged the complexity of predicting consumer taste, underscoring the social and contextual factors influencing wine preferences. As the industry navigates these complexities, the pressing question emerges: how to democratize AI's benefits, particularly for smaller wineries?

The masterclass culminated in a call to action: to bridge the gap between AI's potential and wineries' apprehensions. While the cost of precision viticulture may currently deter small producers, the evolving landscape of AI technology and market competition signals imminent accessibility. Convincing wineries of AI's value proposition stands as a pivotal task for the expanding AI industry.

To read the full commentary from the Italian Wine Podcast team on the *How AI is transforming the world of wine* masterclass by Felicity Carter please visit:

<https://www.italianwinepodcast.com/italian-wine-blog/live-from-vinitaly-italian-wine-podcast-attends-vinitaly-2024-masterclasses-how-ai-is-transforming-the-world-of-wine/>.

About: The Italian Wine Podcast: Cin Cin with Italian Wine People! launched in 2017 as a project dedicated exclusively to the Italian wine world. The program uncovers the unique world of Italian wine in conversation with some of its key protagonists. Under the umbrella brand of Mamma Jumbo Shrimp, Italian Wine Podcast aims to inform, educate, and entertain listeners with content for wine professionals and casual listeners alike. The only daily wine podcast in the world, content includes wine business, food & travel, diversity and inclusion, wine producers, science, and marketing and communication. Italian Wine Podcast is available on SoundCloud, iTunes, Spotify, Stitcher, XimalayaFM (for China), and on the official website. It now boasts over 1500 recorded episodes with a growing online following of nearly 6 million listens. Donations to the show are welcomed and help fund a portion of the show's equipment, production, and publication costs. To advertise on the show, please request a prospectus and/or customized advertising plan from info@italianwinepodcast.com. Cin Cin!