

StoryWine

From Vineyard Data to a Solution for
Improving Viticulture and Wine Marketing

Consortium



Sector

AGRICULTURE

Duration

12
MONTHS

Challenge

There are several vineyard monitoring solutions currently in the market, but winemakers are not investing in such solutions because their return on investment is unclear. On the other hand, winemakers are increasingly interested in the digital marketing of their products. StoryWine aims to provide an innovative platform for precision viticulture that also works as a marketing tool for winemakers, increasing their return on investment in smart sensing solutions. Through StoryWine, winemakers will be able to transmit their passion for winemaking to wine lovers! Our ambition is to move beyond the emerging Internet of Wines wave, differentiating our offer by fitting the emerging needs of the winemaking sector, which is increasingly investing in establishing new ways of wine promotion.

DIATOMIC Support

The different experts from DIATOMIC provided us with valuable advice on both technical and market-related issues. Access to the different competencies offered by DIATOMIC helped us better understand the needs for our MVP, as well as define our go-to-market strategy. The access to training sessions and webinars increased our know-how on IoT technologies and business models in the IoT arena, helping us to better shape our experiment.

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Timeline

The StoryWine project began in October 2018 and ended in September 2019. The project implementation plan was organised in three main phases: Design, Develop and Market. The first phase ran for 2 months and went according to our expectations. During the second phase which was expected to run from month 3 to month 10 of the experiment, we faced several challenges concerning the devices' implementation in the 2 pilot sites, as well as the integration of different software components. During the final phase, we have been able to develop some marketing materials and activities, as well as further develop our exploitation plan.

Stakeholders

- Platform providers:
 - Martel and Zenithwings developed different parts of the StoryWine platform.
- Sensor providers:
 - Libelium and Monitar provided agriculture sensors to support the experiments and feedbacks on the sensor integration.

End Users

StoryWine targets winemakers as the primary target customers of its solution. The platform allows them to improve the quality of their product and its environmental impact through precision viticulture solutions. At the same time, it allows them to combine data from the sensors and other sources to create a rich story about their wine. Such storytelling enriches the brand of their wine and thus the value connected to its distribution, thanks to wine lovers who appreciate digging into wine details.

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Key Results

Our experiment covered an area of around 25 hectares in 2 countries. This allowed us to learn about different perspectives on smart vineyard solutions in Portugal and Italy, and to compare the needs of small and large producers. We engaged 24 winemakers and 105 wine lovers. Reaching out to so many interested producers and consumers allowed us to fine-tune our concept in the best way possible and dedicate our efforts on developing the proper features. StoryWine tested 2 different providers on a total of 8 monitoring stations. This allowed us to understand in more detail the challenges in the integration of devices for monitoring crops, as well as to fine tune our business model of w.r.t. device provisioning. We have logged more than 30,000 records from the sensors since April 2019. In combination with other data sources, these records allowed us to train and test our algorithms for irrigation forecast and pest prevention.

Impact

For Martel and Zenithwings, the StoryWine experiment was an opportunity to jointly explore a new market. Beyond that, we deepened our knowledge of the winemaking sector, not only in terms of the market dynamics, but also the technical challenges faced by winemakers in their daily activities. As for Vecciano and Lusovini, the experiment was a chance to approach smart vineyard solutions in a collaborative way, by being able to provide requirements and feedback to the StoryWine team. It was also a way to understand the benefits that such solutions could provide that go beyond the production phase to also cover the marketing of the product.

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Testimonials

“ For Monitar, StoryWine was the kick-off project for a new area of technological development, Smart Agriculture. StoryWine has enabled us to enter this new area with national and international key players in the vineyard and wine field that have validated the support decision system Monitar Soil Sense.
— Sérgio Lopes & Paulo Pinho, Monitar CEOs

“ To explore the use of novel digital technologies to improve the quality of our work and of our wines, has been a great experience! By following the development of the concept and the various steps of the StoryWine development, we've already identified several ways our production process can be improved. Now, we are eager to participate in the next steps and have the chance to monitor data for a full season!.
— Davide Bigucci, Winemaker

“ StoryWine has definitely broaden my perspective regarding the wine universe. At the distance of a QrCode reading, I get to know all about the wine story, from where it was born to where it was bottled and being able to get so intimate with a wine and its story helps to really know what wine I want to buy.
— Carlos Hernández, Ubiwhere

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