

ENOTECA

WINE, LAND, & COMMUNITY

DOCU-SERIES TREATMENT

Concept

We're bringing the modern enoteca to the U.S. with Proximity Wine Bar, exploring how wine, land, and community come together in authentic, inspiring ways. Our series follows every step of the journey—from vineyard visits to tasting room discoveries—capturing the essence of what makes these spaces special. Every insight we gather will shape Proximity back home, helping us create a space that's alive, connected, and full of the passion and authenticity that defines a true enoteca.

Series Structure

- 6 Episodes | 30-45 minutes each
- Tone: *Chef's Table* meets *Stanley Tucci: Searching for Italy*, with a dash of playful mischief—think a cork popping unexpectedly during a tasting or a lively debate over the best local bruschetta

Episodes

1. Roots – Origins of the enoteca in Italy.
2. The Land Speaks – Farmers and terroir as storytellers.
3. The Table of Community – Food, friendship, and culture.
4. Reinvention – Modern interpretations across Europe.
5. Future of the Vine – Sustaining farmers and winemakers for tomorrow.
6. The New World Enoteca – How the U.S. is adopting the model.

Why Now?

- Wine is changing: Consumers seek authenticity, not elitism.
- Community matters: The enoteca reminds us of the power of gathering.
- Supporting local farmers & winemakers: With U.S. growers facing climate, economic, and cultural challenges, these spaces can sustain the future of wine.

- Cultural trend: Food & travel is thriving, wine has lost its luster and is ripe for new storytelling.

The Feel

Visually lush and full of warmth, the series sparkles with playful dialogue and a friendly, inviting vibe. Sweeping vineyards, rustic enotecas, bustling piazzas, cozy lounge corners, and laughter echoing through small-town wine bars set the stage. Viewers leave each episode not just informed, but smiling, inspired, and feeling like they've pulled up a chair among friends.

The Audience

Wine lovers, travelers, foodies—and anyone who craves authenticity and story. This isn't about wine snobbery. It's about people, place, and what it means to share a glass.

The Promise

Enoteca: Wine, Land, & Community shows that wine is more than a drink—it's a bridge connecting past and future, land and people, tradition and innovation. Through our journey, we aim to illuminate for U.S. audiences how enotecas nurture more than just wine—they sustain communities, support local farmers, and fuel regional economies. These spaces are living stories of connection, culture, and possibility, and we hope to inspire a deeper appreciation for the role they play in shaping both land and life.

Developed by:

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