



## Future 40 Tastemakers 2024

By the Editors of Wine Enthusiast

The shelves of your local wine and spirits shops are morphing faster than ever before, in response to evolving tastes but also the pressures of climate change and myriad other conditions. The 40 folks highlighted here are a part of wave changing the wine, spirits, beer, cider and cannabis spaces for the better. And to show you who they are, well, we let them show you themselves: We sent each honoree an Instax camera, and what you see here are the photos they mailed back. Even innovators can rewind the clock on technology.

We asked this year's honorees for their thoughts on where the industry is headed—from concerns about climate change to the impact of AI. Here's what they had to say about the future of wine.

### **Francesca Bardelli Nonino**

Web Communication Manager & U.S. Comanager, Nonino Distillery  
*Friuli, Italy*

As a member of the sixth generation of the [Nonino family distillery](#), Francesca is continuing the family business as maybe the world's first "[grappa](#) influencer." She shares her infectious passion through social media, of course, and visits bars and restaurants to spread the grappa gospel. She's even graced a TED Talk stage.

**Instagram:** [@francesca.nonino](#)

