



Italy's long-lost wine windows revived by pandemic





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While the pandemic has left South Africa wineless, it has done quite the opposite in Italy, inspiring the European country to bring back the age-old trend that was once popular during the time of the Black Death.

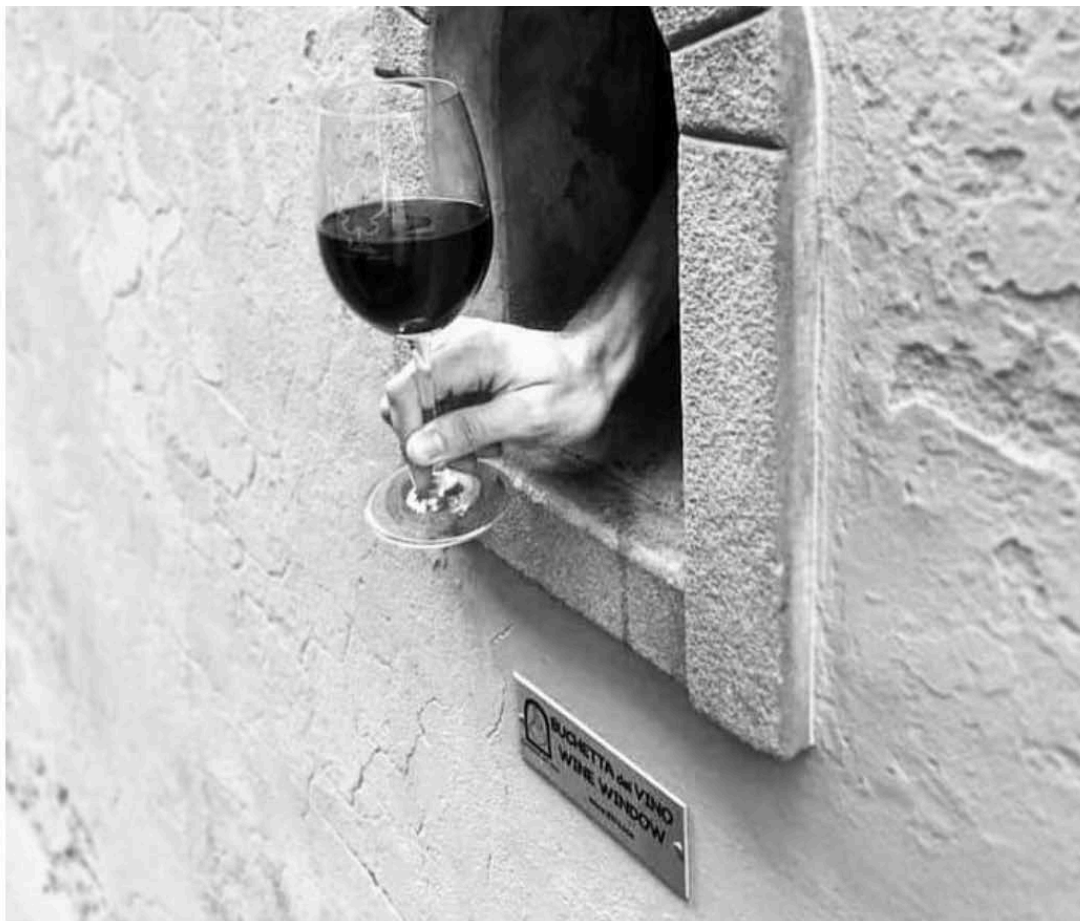
During the time when the plague was causing devastation in many parts of the country, Italy made use of 'wine windows'. This unique innovation allowed restaurants and cellars to pass glasses of wine, cups of coffee and other goods to customers without any physical contact.

These little windows were particularly popular in Tuscany in the 1600s, according to *Matador Network*.



An advertisement for Vascafem. On the left is a box of the product. To the right, the text reads "MAY AID:" in large, bold, purple letters. Below this, the brand name "Vascafem" is written in a large, white, serif font, with the tagline "Unique supplement for women" in a smaller, orange, sans-serif font below it.

An advertisement for Momentum medical scheme. The background is red. On the left, the text "Has your medical aid evolved?" is written in white. On the right, there is a photograph of three people (two men and one woman) smiling and talking. At the bottom, the word "momentum" is written in white, lowercase letters, with "medical scheme" in a smaller, white, lowercase font below it.



Roughly 150 wine dispensing holes are located throughout Florence and establishments are using the tiny historic spaces to their advantage by dusting off the cobwebs and reopening them to the public.

“Everyone is confined to home for two months and then the government permits a gradual reopening. During this time, some enterprising Florentine Wine Window owners have turned back the clock and are using their Wine Windows to dispense glasses of wine, cups of coffee, drinks, sandwiches and ice cream – all germ-free, contactless!” says Window Association’s website.

Available at all pharmacies

More info

Vascafer
Unique supplement for women

Has your medical aid evolved?

momentu
medical scheme

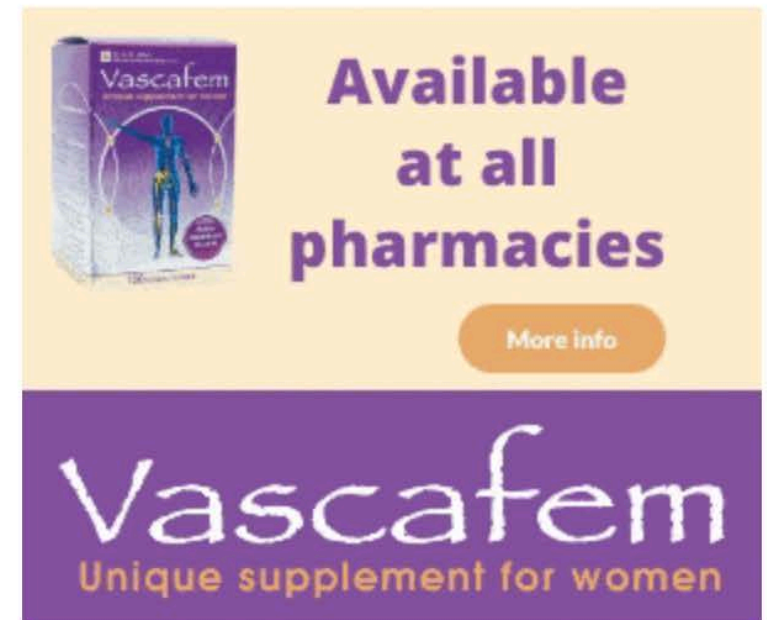
The advertisement is split into two main sections. The top section has a yellow background and features a box of Vascafer supplement on the left, with the text "Available at all pharmacies" in large purple letters to its right. Below this is a purple banner with the brand name "Vascafer" in white and the tagline "Unique supplement for women" in orange. The bottom section has a red background and features a circular image of a man and a woman smiling and drinking. To the left of the image is the text "Has your medical aid evolved?". At the bottom right is the "momentu medical scheme" logo.

The revived trend has even sparked new tours in the capital, where eager patrons can go on “hole hunts” and venture along historic routes, grabbing a little something from each window as they go.

As South Africa continues to deal with the ban on alcohol, many locals could surely use some wine windows here or there, especially in wine-loving Cape Town.

Picture: Buchette del Vino

Taboola Feed



The advertisement features a product box for Vascafem on the left, showing a blue silhouette of a woman. To the right, the text "Available at all pharmacies" is written in a bold, purple font. Below this text is a purple button with the words "More info" in white. The bottom section of the ad has a purple background with the brand name "Vascafem" in a large, white, serif font, and the tagline "Unique supplement for women" in a smaller, orange, sans-serif font below it.