



Press Release – 25/03/2025

Samuel Masse is the new President of CEVI

On Monday, CEVI (European Confederation of Independent Winegrowers) held its General Assembly in the Lazio region of Italy. On this occasion, its members elected Samuel Masse (France) as President of the organisation. He succeeds Matilde Poggi (Italy), who chose not to run again after four years in office.

“It has been an honour for me to serve CEVI. Independent Winegrowers represent a model of viticulture that is growing stronger across Europe, and I am proud to have contributed to that development over the past four years. CEVI is in good hands with Samuel, and I have full confidence in his ability to further strengthen the organisation’s position with European institutions,” said Matilde Poggi.

Samuel Masse’s election comes alongside a renewed leadership team and a clear ambition to broaden the scope of the organisation — in both membership and political capacity. Aged 36, Samuel Masse is no newcomer to Brussels. A winegrower in Hérault (France), he has long been committed to defending family farming and young farmers, notably through CEJA (European Council of Young Farmers), where he served first as Vice-President, then President in 2021. He has a solid understanding of how EU institutions work, and the importance of constructive dialogue with the European Commission and Members of the European Parliament.

Already active in CEVI’s work in recent years, he intends to build on the foundations laid by his predecessors, with a clear focus on strengthening collective engagement. He will be supported by a new, younger team fully committed to meeting the challenges ahead and to representing Independent Winegrowers in Brussels.

“I want to thank Matilde for her work and dedication. CEVI is a dynamic organisation, now clearly recognised among the key players in the European wine sector in Brussels. We will continue our advocacy work, and this will be strengthened by the enlargement we aim to achieve — a broader CEVI will be a more legitimate voice for Independent Winegrowers across Europe,” he said.

New CEVI’s Bureau :

- Samuel Masse (France) – President
- Ludovico Maria Botti (Italy) – Vice-president
- Mateja Škrk Kocijančič (Slovenia) – Vice-president
- Josef Valihrač (Czechia) – Vice-president
- Guy Krier (Luxembourg) – Treasurer
- Ivo Varbanov (Bulgaria) – General Secretary

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About us : CEVI is the only organisation representing and defending the interests of Independent Winegrowers at the European level. Independent Winegrowers are entrepreneurs leading micro, small, and medium-sized enterprises (SMEs), often family businesses. They oversee the entire process from vineyard to table, meaning they produce and sell their wines directly to consumers, thereby contributing to the vitality of wine-producing regions. CEVI currently represents Independent Winegrowers from 12 European countries. In total, there are 200,000 Independent Winegrowers across Europe..

CEVI – European Confederation of Independent Winegrowers

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