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Wine Sold Through Windows in Italy











In 2020, because of the COVID outbreaks, wine sellers are using the Wine Windows to sell wine and practice social distancing.

In 1300, there was an outbreak of the Bubonic Plague that killed many people. Between 1300 to 1600, in Italy makers in Tuscany and Florence, built wine windows from which they would sell wine. they would sell wine from these windows to make sure they kept social distance to avoid catching the plague infection.

This proves that 'Social distancing' is not a modern concept but a very old one. isn't that interesting! The Wine Window Association is a non-profit that was set up 5 years ago to preserve historic wine window structures in Italy. One of the founders said that it is a very amazing concept, because that time people did not know anything about germs. They did not know how the plague started. But still they had such an idea."

In 2020, because of the COVID outbreaks, wine sellers are using the Wine Windows once again. They sell coffees, ice cream and cocktails through the windows. There are around 150 wine windows in Florence.

This is proof that no matter how difficult or dangerous the situation is, human beings are very creative solutions to continue living life.