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News



“Eataly World” in numbers

55 million Euros - the value of the land - is the amount the Municipality of Bologna will pay, through the Caab company, headed by Professor Andrea Segré, while more than 40 private parties, led by Coop Adriatica, will also do their part. The opening will take place in 2015, to follow the lead of Milan Expo, and by 2019, it should generate revenue of over 86 million Euros a year, creating a total of about 5.000 jobs, both directly and indirectly. These, according to the Italian daily “Corriere della Sera”, are the numbers of “Eataly World”, the new wine & food “theme park” that will soon be created in Bologna, under the direction of Oscar Farinetti, of course.



Exports & wine

While everyone is waiting for Italy to come out of the crisis, and for its domestic market to grow a pulse once more, the real lifesaver for the wine & food sector of the “Belpaese” has been represented by exports, which reached a new historic record in 2013, topping 33 billion Euros. Most comes from nearby markets in Europe, which are collectively worth close to 22.5 billion Euros, while the winemaking sector is still the single most important among all Italian wine & food productions. It has, in fact, ballooned to over 5 billion Euros in value, according to data from the Italian Institute of Statistics ISTAT, and it has surprisingly grown the most in those countries that have been Italy’s competitors - that is, France, the United States, Australia and Chile.

Report

Scienza for 2014

“I hope that 2014 marks the beginning of a new philosophy of experimentation and scientific research, through a truly strong collaboration between winemaking firms and Universities”. This is what Attilio Scienza, one of the world’s leading experts in winemaking and grape cultivation, told WineNews.tv. “An innovative project is needed to solve many of the problems that the wine world is currently facing”, by applying science to the vineyard, in order to effectively tackle the problem of sustainability.



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

High value for winemaking land in Italy, but ...

The value of vineyards in Italy is still sky-high in top-tier zones, but the trend in the last 5 years is enough to warrant some caution. According to the latest data from Assoenologi, related to 2013, the most expensive Italian vineyards are in the Cartizze area, the “cru” of Prosecco: one hectare in that area costs close to 1.2 million Euros. This is a long shot from the 1.8 million in 2009, the report points out, but still quite a tad more than high. Just like in Cannubi, the most important hill for Barolo, where a hectare is worth more than 700.000 Euros. These two examples though, are virtually without a market because of an unsurprising lack of sellers. For some cheaper land, one could look towards Alto Adige, where prices are stable at around 600.000 Euros per hectare (reaching one million in some cases). In Piedmont, the report continues, a hectare in Barolo is worth 350.000 Euros and one in Barbaresco 230.000, with a 20% drop in value compared to 2009, “also due to an initial overestimate”, a note reads. Asti, on the other hand, is quite more affordable and stable, around 70 to 80.000 Euros per hectare. Back in Veneto, in the area of Prosecco Doc, close to Treviso, one hectare is worth 110 to 200.000 Euros, while in the Prosecco Docg area the same plot of land is worth 300 to 400.000 Euros (a 10% increase over 2009). In Valpolicella, one hectare in Amarone costs 550.000 Euros (5% more over 2009), and in Tuscany, for Brunello di Montalcino, it costs 400.000 to 500.000 Euros. Emilia Romagna, on the other hand, enjoys both more affordable prices and higher growth rates; one hectare of Lambrusco is worth about 90.000 Euros (20% more), while one in the area of Sangiovese Doc goes for 40.000 (14% more). Same as in Lombardy, more or less, considering that in Oltrepò Pavese prices are stable, 35 to 40.000 Euros per hectare. In Apulia, the vineyards of Castel del Monte Doc are stable at 30.000, while in Sicily the prices in the area around Trapani have plummeted from 50 to 30.000 in 4 years. In Sardinia, the only prices that have gone up are Vermentino di Gallura Docg, around 80.000 per hectare (3% more than in 2009).

Focus

The financial 2014 for Italian wine

Driving towards consolidation, new ways of thinking about distribution in Italy, where an alternative model to the domination of mass retail is needed, different paradigms about foreign markets and a different management model from the usual “family business”: these are the centrepieces of the year to come for Italian winemakers according to Stefano Cordero di Montezemolo, Professor of Strategic Finance at the Master in Management and Marketing of Winemaking Firms at the University of Florence. “For exports”, he told WineNews, “more strategic plans will be needed: products no longer pull entire firms, and firms can’t just be dragged along by them. It is necessary to create products that are tailored for foreign markets right from the get-go, with the correct image and the right price. In Italy, an alternative to mass retail is imperative, maybe by creating sales channels focalized on alcoholic products, like what is successfully happening in many foreign countries”. But the most difficult challenge is abandoning the “family business” mentality that has been king for their management, even successful ones, so far, and opening up to external partnerships, skills and management styles.



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Wine & Food

Masters of Wine come to Florence and Valpolicella

The Institute of Masters of Wine, the most authoritative organization the world over dedicated to wine education, will come to Italy in 2014, thanks to a partnership with the Italian Istituto Grandi Marchi. The Institute will hold its 8th Symposium in Florence, on May 15th-18th, to discuss “Identity, Innovation and Imagination”. And, while waiting for the first Italian Master of Wine, a new edition of the courses, following Tignanello and Barolo, will take place in Valpolicella, at the Foresteria Serego Alighieri, on March 7th-9th (www.mastersofwine.org).

For the record

Prosecco rules at Christmas in Britain

Between last December 18th and the 31st, Prosecco sold 41% more than in 2012 at Sainsbury’s, and “Plaza Prosecco” at Tesco’s doubled its sales, with those of top-tier labels

growing 300% - an unmistakable sign of just how much Prosecco is now being enjoyed for special occasions in the historical market of Champagne.

