



Italian Weekly Wine News.it



Issue 133 - March 24th-29th, 2014 - Expressly for wine lovers, professionals and opinion leaders the world over
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

News



Wine, Photography & Zenato

Both wine and photography share a trait: that is, the capacity to instinctively narrate a series of elements through images, from how the product was made, to the work of man and nature. This is the philosophy behind "Vite. Il Mondo del Vino in Scena", an exhibition created by the famous winemaking firm Zenato, which will take place at the Palazzo della Gran Guardia in Verona (March 29th-April 13th), the same days that Vinality 2014, the single most important Italian wine trade fair, will take place. The exhibition focuses on the photos taken by 13 students of the Marangoni Studio Foundation Photography School, led by Edoardo Delille.



Against bureaucracy

On the eve of Vinality 2014, a great blow against winemaking bureaucracy has arrived in the form of a medium-term bill of law, and also some concrete help regarding the management of winemaking firms. The former is the new "Unified Bill on Wine and Grapevines", which among other things, contains the introduction of a nationwide "wine records office" including a big slashing of paper documents that will largely go digital. Regarding the latter, the Italian Ministry for Agriculture, in an official statement, has decided that the amount of required documents for wine exports will remain the same, even after the introduction of the newest EU rules on the circulation of wine products. Two measures which are different, but that both strike a mighty blow against Italian bureaucracy. Good news, indeed!

Report

Mobile, a new frontier

According to a research presented during Prowein by vente-privee.com - a leading firm of online wine sales, with almost 36 million Euros in turnover in 2013 - almost a third of all their wine-related turnover (29%) comes from smartphones and tablets, and the average buyer of this kind is male in 59% of cases, and 58% are between 18 and 40 years old. Furthermore, they usually spend more than those who buy through conventional computers (with an average expenditure of 97 Euros versus 85).



CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS



First Page

2014 gives the gift of optimism to Italian wineries

The first quarter of 2014 has been positive, according to 30 of the most important Italian winemakers, selected considering their history and lineage, their public image and perception and their turnover (which collectively reaches 1.8 billion Euros, or 15% of the turnover of all Italian winemakers). The poll, conducted by WineNews for the 2014 edition of Vinality (April 6th-9th, Verona, www.vinality.com), reveals that 88% of these Italian winemaking firms consider 2014 a positive year so far, with sales up 7.5%. 73% of the sample also shares the opinion that 2014 will be quite a positive year and the remaining 27% look forward to it as being markedly positive. Exports keep on growing as expected, with sampled firms exporting 9% more year-over-year in 77% of cases, but the domestic market is also showing good signs of recovery, after years of negative numbers and a general consensus that all but proclaimed it dead on arrival. 77% of these 30 top-tier winemaking firms have indeed found out that the Italian market has grown 7% year-over-year for them, mainly thanks to a renewed vigour of sales regarding the catering & restaurants channel. This "Q1 balance" of sorts also confirms that the sector enjoys fabulous health overall - but the economic crisis still lingers, since the poll also shows some negative data: looking at aggregate sales, 6% of sampled winemakers say that 2014 has been stable compared to 2013 so far, and 6% have seen their sales drop 6%. Regarding exports, 88% of the 30 polled firms have focused their attention towards the American and Canadian market - which is slowing down somewhat - 66% have focused on Italy, 61% have targeted European markets - especially the U.K., Germany and Russia, which is growing again - and 50% have focused on Far East countries. Wine entrepreneurs also shared some of their worries with WineNews. Some of the most frequent worries include a feeling of economic uncertainty, weak consumption, rising management costs for their firms, a strong Euro on currency exchanges, which could affect exports, and the fear of a general loss of competitiveness at an international level.

Focus

The latest from ProWein 2014

The latest edition of the Prowein trade fair, which took place last week in Düsseldorf, confirmed just how much Germany is vital for Italian wine. That market is worth 1.01 billion Euros, and 5.9 million hectolitres were exported there in 2013. It is the number one market for Italian wine in volume, and the second in value, just behind the States. More than 1.200 Italian wineries attended the fair, and their opinion, as they told WineNews, is that Germany is a very stable market, and as such, also one that fosters stiff competition for success, especially given the slump that has hit the domestic market. The average German wine lover is not a novice regarding Italian wine: names like Chianti Classico, Brunello and Barolo are very well known, and more and more consumers are looking for novelty in the wines coming from regions like Sicily, Apulia, Campania, Umbria and Abruzzo, to the point that the wines from those terroirs have greatly solidified their foothold in Germany. Finally, there is a wide rift between top-tier wines and entry-level bottles - those sold for 5 Euros or less on the shelves. And that, needless to say, favours countries like Italy that boasts a great variety of products.



Wine & Food

Prohibition-era laws hit Bastianich, Eataly New York

As reported by "Wine Spectator" magazine, the New York State Liquor Authority has recently suspended the license of the Eataly New York wine shop to sell alcoholic beverages for six months: furthermore, the owners (Oscar Farinetti, chef Mario Batali and Linda and Joe Bastianich) will have to pay a hefty 500.000 dollar fine. The reason is a prohibition-era law, which forbids wine producers to also have licences to sell alcoholic beverages - and the Bastianich family, as has been the case for some time now, owns vineyards in Italy.

For the record

No agreement on wine-related TLDs

The introduction of .wine and .vin top-level domains is going forward, with ICANN that for all intents and purposes is washing its hands about possible improper uses of such tools

regarding Denominations and Geographical Indications. European winemakers have reacted furiously, and it looks like "war" has broken out on this matter.

