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## News



### Record "Tavernello"

Back in the '80s, a popular ad sported the message "pour it, pour it, pour on Tavernello". The message still rings true, considering that the Cavrio Cooperative, "Mom" of the Tavernello brand, among many others, has announced their 2013 balance sheet sports 321 million Euros in revenue, a 13% growth year-over-year, and a gross operating margin of 20.3 million euros, up 8.1 million euros over 2012. The result is mainly thanks to exports, as usual, but the brand has grown domestically as well, a definitely uncommon trait in a slumping market, especially for wines "in cartons", the warhorse of the cooperative giant...



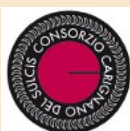
### Bravo Piedmont!

Two upcoming events will shine a flattering light on Piedmont. The first is both economic and emotional in nature; the Auction of Barolo, which will take place this weekend with the wines of the Accademia del Barolo, the associations of the 12 most prestigious winemakers of Langhe (Azelia, Cordero di Montezemolo, Damilano, Martinetti, Sandrone, Chiarlo, Scavino, Gagliardo, Poderi Luigi Einaudi, Pio Cesare, Prunotto and Vietti). The second will focus on the importance of local cuisine. Next June 1st, in Canale, the Regional Oenothèque of Roero will host, among others, René Redzepi from the Noma restaurant in Copenhagen - number 1 on the "The World's 50 Best Restaurants" ranking - and Enrico Crippa of Piazza Duomo in Alba, at spot 39 of the same ranking.

## Report

### The first vegan wine

The first certified vegan wine comes from Trentino and is produced by Cantina Alderno. "This wine", Director Walter Weber explained, "has been certified three times: once for DOC, twice for being organic, and from January, thrice for being vegan". The last one was issued by the Italian Institute for Ethical and Environmental Certification in Bologna, after a long inspection process that verified every single production passage, from the grapes to the bottle. And, judging by the shelves, it is already a success...



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## First Page

### 10 years to reach 70 billion Euros in exports

The Italian agro-food industry, even if it is currently thriving largely thanks to exports, cannot give up on the domestic market, even if the drop in consumption appears to be unavoidable. The fact remains, though, that the lion's share of growth will come from foreign sales. According to a variety of sources, Italian agro food exports could reach 70 billion Euros in value in the next 10 years, up from the current value of 26 billion euros. This forecast comes from the Cibus Fair, the international event for Italian wine & food products, which took place in Parma last week (www.cibus.it). The positive sentiment is echoed by the growth of the trust index among firms in the sector, which has grown and gone back into the green after more than two years, according to an ISMEA survey of over 1.200 Italian firms. According to the ISMEA data, 37% of firms are willing to invest in product innovation or process innovation, 82% plan on leaving their production plans untouched, but 9% plan on investing with an eye towards growth, and only 7% have cutbacks in mind. The growth in trust is fuelled by a growing "thirst" for "Made in Italy" products among a growing number of foreign countries. According to a study conducted by Bain & Company, Italy's top commercial partners are still Germany, the United States, France and the United Kingdom, but solid growth indexes are coming from nations like China, Russia and Brazil, as well as good signs from Canada and Japan, not to mention new markets like Thailand. Difficulties, though, are definitely not lacking, starting with a very high currency exchange of the Euro, which might hamper exports in non-EU countries and payment issues that are starting to show up here and there (albeit in a much more reduced fashion than in Italy itself), with firms like Atradius specializing in services such as insurance policies against credit risks. Generally speaking, though, the sentiment remains more than positive, as the Deputy Minister for Agriculture Andrea Oliviero also pointed out: "the positive data we have are a very important prelude for the 2015 Milan Expo".

## Focus

### Italian wine & food grows online as well

Italian wine & food products are growing online as well as in foreign countries. The number of Google searches for these products "has gone up 12% in a single year", as Diego Cibulli, of Google Italia, stated during the Cibus Fair in Bologna, but e-commerce of wine & food products - even if total volumes are still relatively small - is an ever-growing channel for the sale of Italian food and drinks abroad. The data comes from a study conducted by the leading European e-commerce website www.vente-privee.com. According to the study, 4.9 million food products and 3.3 million wine bottles have changed hands in 2013 alone, thanks to online sales, with over 470.000 buyers. Germany and Italy top the spending ranking, with 80 and 76 Euros on average, followed by France (65.5 Euros) and Spain (64 Euros). Meanwhile, regarding the protection of true "Made in Italy" products, an important agreement has been drawn up among the Italian Association of Consortiums for Geographical Indications (AICIG), the Italian Ministry of Agriculture and eBay, which will make it easier to point out, neutralize and then appropriately punish the sellers of counterfeit products on the e-commerce behemoth.



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## Wine & Food

### "Knowing Alcohol": the second edition

"Knowing Alcohol", the social and educational campaign created by Diageo, the multinational alcoholic beverages behemoth, and by the mass retail chains Auchan and Simply, will soon enter its second edition, also thanks to it being included in the Italian Ministry of Health program called "Gaining Health". The campaign, which will focus on over 3 million customers and consumers in 150 supermarkets in both May and June, aims to inform the clients of the chains on the opportunities of enjoying alcohol moderately and responsibly.

## For the record

### Wine and environment in Milan

The Italian wine world has become a lot more attentive to environmental protection and Co2 emissions, especially regarding winemakers, but www.milanovino.it has put a nice

spin on it. The seller delivers its bottles in the Milan area using bike couriers, in partnership with social business and green marketing firm, Treadoom.

