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## News



### Champagne & sustainability

Following the trail blazed by the Italian winemakers of Prosecco, the Comité Interprofessionnel des Vins de Champagne has created a manual with 125 guidelines, which will be used by French winemakers - volunteers only, for now - in order to supercharge the "green" aspect of Champagne production, following the process that has led to a 15% drop in carbon emissions in the Region during the last 10 years. The final goal, needless to say, is a completely sustainable wine production process, and a certified one to boot, while in the medium term, the goals are a 50% drop in treatments, a 100% reuse of refuse and a 25% drop in carbon footprint by no later than 2020.



### "Open Cellars" and ADSI

On May 24th and 25th, "Cantine Aperte" ("Open Cellars"), the event sponsored by the Italian National Wine Tourism Movement, ([www.movimentoturismovino.it](http://www.movimentoturismovino.it)), will overlap with "National ADSI Days", the initiative of the Association of Italian Historical Mansions, in order to jointly promote an incredible national treasure of the "Belpaese". And the team-up is not by chance, since many of these mansions host something like 5.000 hectares of vineyards and 335 hectares of olive trees, generating over 36 million bottles of wine and 90 million bottles of olive oil. These are places where the good-looking and the tasty will meet each other, and history ([www.adsi.it](http://www.adsi.it)). A way, at the end of the day, to meet a different side of Italian wine production, intimately connected to places that ooze culture.

## Report

### E-commerce reaches 267m €

Italian e-commerce on the whole keeps on growing, albeit at a slower pace than usual, and reached 22.3 billion euros, with a 6% increase over 2013 - the first single-digit increase since 2004. But wine & food products are just a niche in this big commerce pie, with a mere 1.2% share, equivalent to 267.6 million euros, according to a study authored by Italian firm Casaleggio & Associati: the biggest market shares still go, as usual, to leisurely activities (54%) and tourism (27%).



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## First Page

### Full steam ahead for Italian wine in auctions

For some of the most famous Italian wines, the usual quotations of the top French wines might be unreachable; but right below that tier, which is "a niche inside a niche, where bottles have a 300 Euros price tag each in the cellars, there is another upper-mid tier, at a starting tag of around 50 Euros, where Italy is going stronger than France. Italian wine is more competitive there, and now Italian and French wines are considered two faces of the same coin in the eyes of global collectors", Raimondo Romani, at the helm of Gelardini & Romani Wine Auctions - the only auction house specialized in Italian wines - together with Flaviano Gelardini, told WineNews. "Global interest for our wines is great and on the rise, because today's markets are both more mature and more sober, including China. And our wines are more competitive. Of course", Romani explained, "volume-wise, catalogues are still dominated by France, since international auction houses still base their yearly balance sheets on Bordeaux, but it is a matter of critical mass, and not only because Italian wines do not sell well enough. There are simply fewer of them, is why. But we are confident that, as Italian wine collections grow around the world, volume-wise as well, things will change in time. If one looks at the increments, though, more than simply quotations, Italy has done a lot better than France recently. We can say that, give or take, if one had invested 10 in French wines during the last four years, now he has 8, but those who have invested the same in Italian wines now have 20". This growth is due to a lot of things; not only the quality of the wines, since "collectors trust Italy, because there is one "filter" less, like the négociant of Bordeaux, and fewer stakeholders, which can influence the market and create price bubbles, but also because there is not a strong fear of counterfeiting, which is very strong on the French fine wines market". According to Gelardini & Romani's "Grand Cru d'Italia", the best performing wines are Masseto, Barolo Monfortino and the Riservas of Brunello di Montalcino by Biondi Santi, with average quotations over 300 Euros per bottle.

## Focus

### The U.S. market according to Costco

103 billion dollars in revenue in 2013, 652 stores, a staggering 2 million transactions a day and 1.5 billion dollars in wine sales (equal to 50% of all alcoholic beverages sales) last year alone: these numbers describe Costco, one of the biggest names in mass retail in the United States of America - and therefore, the single most important market for wine in the world. "There has definitely been a cultural shift", Annette Alvarez-Peters, Global Wine Buying Director of Costco told WineNews, "in the 20 years that I have spent in the business. Some winemaking regions are familiar to the American consumer nowadays, like Chianti Classico, and I believe that awareness is the only thing that prevents wines from other regions, like Southern Italy, from enjoying the same success, since some of those wines are great; given enough time, they will eventually gain the traction that they deserve. Italy gives birth to some great wines, and with a great price/quality ratio", she added, "and our members are not brand-loyal, but rather varietal-loyal, no matter where it comes from, provided that the price range is right, since that is still the main factor that shoppers have in mind".



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## Wine & Food

### A symbolic meal to remember Judge Giovanni Falcone

Last Wednesday, the school canteens in Milan served a meal with an important symbolic meaning. The products used came from the lands confiscated from Mafia bosses and families, and put to a better use by "Liberata Terra", the association of nine cooperatives that manages them. The meal commemorated Judge Giovanni Falcone - a martyr of the struggle against the Mafia - his wife and their security detail, who were killed on May 23rd, 1992. Therefore, pasta with tomato sauce made with organic durum wheat flour was the way Milano Ristorazione decided to remember a true Italian hero.

## For the record

### Coldiretti slams the EU on regulation

Farmers association Coldiretti minced no words about EU regulations during the Mico Fair in Milan: "We are against the kind of Union that takes the milk out of

cheese and grapes out of wine, and whose doubtful hygiene and environmental laws threaten traditional Italian dishes - and 36% of Italians share this opinion".

