



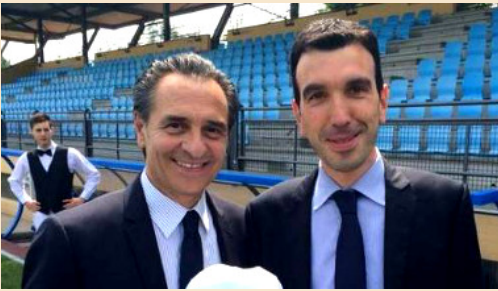
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# Italian Weekly WineNews.it



Issue 146 - June 2nd-7th, 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



### The "Made in Italy" coach

Nothing is more effective than sports at conveying certain messages to huge audiences. Therefore, Cesare Prandelli (pictured above left), the official coach of the Italian national soccer team, on the eve of the Brazil World Cup, has become a testimonial for "Made in Italy" agri food products, the official campaign of the Ministry for Agriculture and Italian Soccer Federation FIGC titled "#iomangioitaliano" (#IeatItalian). The campaign, after a meeting in Coverciano (the headquarters of the team), between Prandelli and Minister Martina, kicked off this week in Perugia with the match between Italy and Luxembourg, the last test before the World Cup matches begin.



### Wine, a "national heritage"

Luca Sani, President of the Agriculture Commission of the lower chamber of the Italian Parliament, told WineNews that, at the eve of the 2015 Expo, a law should be passed in order to formally make wine a part of our national heritage: "Other countries, like France and Spain", he explained, "are already debating the matter, and so should we. We would like a law that can actively create policies related to wine as a national Italian heritage, because the history of wine is definitely a part of our national history, at least since the 1900s. And, looking forward to the Expo, which will be focused on how food is made and how it can be made available to all, we would like to contribute to the discussion with something that comes from its most distinctive agri food sector - that is, wine".

## Report

### A rosy phenomenon

Rosè wines are growing at a global level, are still mainly drunk in Spring and Summer, and women generally like them the most: this collective snapshot was created during a round table on rosès, their identity and future which recently took place in Otranto in Apulia. "The market for these wines", Federico Castellucci, former Director of OIV, stated, "is growing fast in Italy as well, the second producing country in the world, and in 10 years, its quota of exports has grown from 26 to 40%".



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## First Page

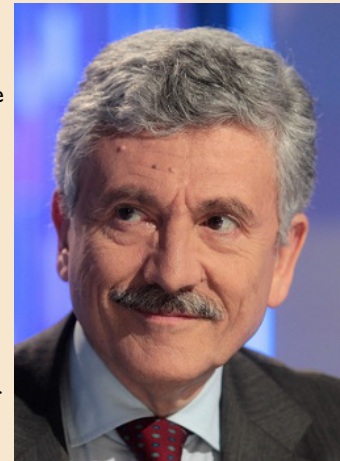
### Exports up, consumption down, says Assoenologi

Wine is doing better than many other sectors in Italy. But not all is well and good: the drop in domestic consumption is not slowing down (from 120 litres per person in the '70s to 40 today - a 67% drop, as the General Director of Italian Oenologists Association Assoenologi, Giuseppe Martelli, pointed out). Exports are still growing, at least in value, making them a vital component of winemakers' revenues. Therefore, as Giovanni Mantovani, General Director of Veronafiere (which will oversee the construction of the wine pavilion at the 2015 Expo) stated, "the event in Milan is going to be the chance of a lifetime". But competition around the world is growing and putting all eggs into the basket of quality might not be a risk-free proposition. These are the main messages of the talk show titled "Wine in numbers: production and consumption", which took place during the 69th symposium of Assoenologi. Nearly every one (like Ruenza Santandrea, head of the Cevico Group, Domenico Zonin, President of Unione Italiana Vini, Lamberto Vallarino Gancia, President of Federvini, and Carlo Dalmonte, at the helm of Caviro) pointed out that even if Italy has grown by leaps and bounds in the last 20 years on the fronts of quality and exports, one should not overlook the troubling fact that Italian vineyards are shrinking (276.000 hectares less), because the market is global now, and less quantity will not automatically translate into higher prices. The opposite, though, has happened with "on tap" wine. In 2013, it grew so much that it fuelled the new record of Italian exports, 5 billion Euros: the average price was 90 cents per litre last year, this year it is down to 50 cents already, and it might drop even more. Regarding exports, Italy has set itself the goal of bringing exports to 7.5 billions in value by 2020, but it will have to face increasingly tough competition. Spain offers wines with a remarkable price/quality ratio in the mid to low-price range - a big market share - and consumers are not inclined to tolerate price hikes, even just a few cents, "like in Germany, our first partner in volume and the second in value", as importer Francesco Sorrentino pointed out.

## Focus

### "Wine is quality of life", says D'Alema

What will the world of wine be like, and which is the right path for more growth? These are only two of the countless questions that the sector asks itself day in and day out, hovering over the infinite possibilities in a globalized world and the many obstacles that are in the way. Former Italian Prime Minister and winemaker Massimo D'Alema, though, seems to have a clear idea on that, as he stated during the talk show titled "Wine in numbers: production and consumption", which took place during the 69th Assoenologi symposium. In order to grow, "One should bet on a big campaign, starting from the index which calculates the quality of life created by the U.N. on objective indicators. Together with France, we are one of the 4 or 5 countries in the world that live better, a sign that wine is not harmful. Maybe", he continued, "we should become allies with the French to narrate just how much a glass of wine a day is good for one's health and for civilization, because if everyone around the world had a glass a day, the market would be 10 times larger than what it is. Quoting Oscar Farinetti, the wine market is worth around 60 billion, while Coca Cola alone is worth 110".



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## Wine & Food

### An institutional campaign that links wine to the beauty of Italy

Wine needs an institutional campaign to link it to the other beauties of Italy, according to Italian anchorman Bruno Vespa. Vespa told WineNews "we collectively need to learn to narrate ourselves, like the French do, to communicate that wine comes from the culture and beauty that Italian territories ooze. Wine does not grow in a vacuum: we have a story, let us tell it to the world. In Italy, on the other hand, one should communicate that wine is beautiful, it is healthy, it can be a pleasure and a moment of joy and sharing, since it is a piece of ourselves".

## For the record

### Pasta maker Garofalo becomes Spanish

After acquiring a 25% stake in Scotti Rice, Spanish group Ebro Foods has gained a majority stake (52%) of pasta maker Lucio Garofalo for 62 million Euros. "It is not a piece of

Italy leaving the country", CEO Massimo Menna stated. So far, foreign players have acquired Italian agri food brands worth a total of 10 billion Euros.

