



OperaWine
www.operawine.it

Italian Weekly Wine News.it



Issue 172 - Dec. 1st-6th, 2015 - 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



Cotarella to co-lead UIOE

Riccardo Cotarella, President of Italian oenologist association Assoenologi, has been nominated as President of the world association Union Internationale des Œnologues (UIOE) last Wednesday. The nomination comes at a very important moment for Italy. "It is very important news for all Italian wine. Our next general meeting, which marks the 50th anniversary of the Union, will be held in Milan, where the Expo will soon take place". The federation groups all the national associations, for a grand total of over 20.000 oenologists. Cotarella is the second Italian, after Ezio Rivella, to take on the role, and takes the helm from Serge Dubois, who will become Co-President.



Wine & finance, together

The relationship between the worlds of Italian wine and finance has historically been a troublesome one, considering factors such as family management traditionally hostile to external capital or management, a slow productive cycle, a great deal of real estate capitalization and an abundance of small-sized vintners. The sector, though, is very attractive, and modern tools such as mini bonds, private equities, institutional partnerships and so on could represent more than a helping hand, if properly examined. The message comes from the panel titled "Finance tools for growth", which took place at "Wine2Wine" in Verona and delivered, among others, by Gabriele Barbaresco of the merchant bank Mediobanca (<http://goo.gl/jg1Pqe>) and by Andrea Fedi of Studio Legance (<http://goo.gl/d31p4e>).

Report

Wine and Google

Seen through the eyes of Google, Italian wine lives both with strong points and weak spots. According to an analysis of search queries used in Germany, the States, the United Kingdom and Japan, "Italian wine" is head to head with "French wine", but if one looks at the results of single denominations and territories, there is simply no competition. "Bordeaux" is searched hundreds of times more than "Chianti", and the same goes for the German Riesling. Ditto for "Champagne", in relation to "Prosecco".



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS



First Page

E-commerce: an indisputable asset for wine

The road towards a strong position in e-commerce is long and winding for Italian wine. Compared to other countries, Italy has a lot to do, but it can do so in two ways. The first is direct e-commerce, where the vintner sells its products directly. This is a complicated step, but it can open enormous possibilities, especially in terms of prices and direct relationships with clients. The second is an e-commerce network, where the steps are very similar to those of a traditional sales channel, and therefore more focused on the choice of the best possible partners for each market, brand and segment of customers. This is the message from the panel dedicated to wine and e-commerce that took place yesterday during the "Wine2Wine" Forum. According to the panelists, the latter of the two choices is the most profitable and safe, especially if one aims to get the most out of every market in the world, each with its own sets of laws and taxes - some tough nuts to crack, without a more than adequate infrastructure. "Mobile e-commerce", Timothy O'Connell of Vinality Wine Club told WineNews, "is going to have to be taken seriously by producers, since 40% of all online sales today happen through mobile devices". And, among the most successful case studies in Europe, Vente-Privée is in a class of its own. Its wine division, which started in 2006 in France and in 2012 in Italy, has reached 36 million Euros in revenue and 3.3 million bottles sold in 2013, with more than 300 vintners as partners - with some Italian producers as well, like Masi or Feudi di San Gregorio. A seminal example even without taking numbers into account, because, as Andreas Schmeider, country manager for Italy, told WineNews, thanks to the visibility that the portal gives to brands, "each player gets, on average, at least 4 points in brand awareness". In any case, explaining exactly what a client is about to buy online is fundamental, as Bernard Burtshy, of "Le Figaro Vin", explained: "we have 620.000 visitors a day and we are a simple and dependable guide for knowing more and buying. 60% of the visits are in our database, which contains the reviews of 83.437 wines, made by 2.452 producers".

Focus

Simonit & Sirch at Château d'Yquem

Château d'Yquem: the name itself is enough to convey something very close to awe, with its 400 years of history and unique aura of preciousness, longevity and constant quality, which permeates the entire galaxy of Sauternes. One of its bottles, dated 1811 and paid a whopping 117.000 Dollars, is the most precious bottle of white wine ever sold, and its brand, held by conglomerate LVMH, is a symbol of luxury, together with its "brethren" brands Vuitton, Dior, Bulgari, Moët et Chandon and so on. And now, as anticipated by WineNews, this veritable pinnacle of the art of French winemaking has decided to rely upon two Italians and their know-how to prune their vines, which will benefit from the "Simonit&Sirch" method, from the surnames of the two pruners from Friuli. "Thanks to Denis Dubourdieu, who we have been working with for some time now both at an academic level and in various Châteaux in Bordeaux", Marco Simonit said, "Château d'Yquem has called us - and we are very, very happy and proud, because their vineyards are a treasure, a treasure which they safeguard and protect with any method that they think is both effective and cutting edge".



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N. 1234/2007



Wine & Food

Fake "Made in Italy" leads to 142 infraction procedures in the EU

Italian anti-fraud agency ICQRF has sparked the roll-out of over 142 infraction procedures in the EU and on the Internet, related to unlawful uses of denominations and to fake "Made in Italy" products in the first 11 months of 2014, according to a recent statement of the Italian Ministry for Agriculture. The frauds hinge and prey on some of the most iconic agrifood products of the "Belpaese", like fake IGP Tuscan olive oil in the UK, fake Balsamic Vinegar from Modena in France and Belgium, fake Parmesan in Denmark and Latvia-made cheeses called La Grana and Asiago.

For the record

Stable numbers for world imports, says UIV

According to the latest numbers published in "Il Corriere Vinicolo", the house organ of Unione Italiana Vini, the first 3 quarters of 2014 have seen no growth in global

imports for Italian wine over 2013. The U.S. and Germany have gone a bit down in volume and up in value, while sparklings have gone up everywhere but in Germany.

