

News



Italy's Top Value Brands

According to the 2014 "Top Value Brands" ranking, authored by Liv-Ex and "The Drinks Business" magazine and focused on the best wines to invest in for under 2.000 Pounds per crate - considering average prices, yearly performances on the index, the scores given by benchmark magazines, and the vintages available for sale - Italy is doing quite well indeed. Sassicaia is the first of the pack, with an average price of 1.021 Pounds per crate, at spot 6 - among the very best investments - and very much in demand. Then come Le Macchiole (489 Pounds, at number 7) followed by Gaja (1.070 Pounds, at spots 13 and 14) and Ornellaia (1.050 Pounds per crate).



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"Vinifera" in the Liv-Ex

In the last few years, the presence of Italian fine wines in the secondary market of collectors and auctions has gone only one way - up. And, the Liv-Ex proves it, since from its foundation in 1999, it has seen Italian wines pop up on its main index, the "Liv-Ex 100", but has also created indexes tailored for wines from the "Belpaese", like the "Super Tuscan 50" and the "Italy 100". Now a further signal comes from the fact that Vinifera, the firm created by Paolo Repetto and focused on trading fine Italian Wines, with a revenue of over 2.5 million Euros, has joined the Liv-Ex. "We have been invited to act as operators", Repetto told WineNews, "precisely because of this growing demand for great Italian wines, which a lot of collectors are focusing on. And this is just the beginning".

Report

Italian vintners meet the Pope

Pope Francis is no stranger to wine, which he frequently mentions, both because of its historical and vital relationship with Catholicism and because His Holiness' grandfather was a winemaker from Piedmont. And, thanks to the work of Franco Ricci - who also selected the wines that Prime Minister Renzi recently gifted to the Pope during their meeting - and of Fondazione Italiana Sommelier, 150 vintners, oenologists and caterers will meet Pope Francis next January 21st.



First Page

DOPs and IGP, market and communication

Italy has recently been confirmed a world superpower regarding agrifood products that have either a DOP ("Protected Denomination of Origin") or an IGP ("Protected Geographical Indication") denomination and certification, with 269 products in the related EU registers (161 DOPs, 106 IGP and 2 STGs). Still, 2013 has had its ups and downs, since the domestic market went down 3.8% in value and 2.7% in volume, but exports went up 5% in value and 11% in volume overall, totalling a yearly turnover worth 6.6 billion Euros in production and 13 billion Euros at the opposite end of the retail chain. This, in a few words, is what the 12th edition of the "Qualivita-ISMEA" joint report on Italian certified agrifood products recently revealed. Another interesting tidbit: although our cultural richness regarding food is the stuff of legends, 81% of all turnover is due to only 10 products. Namely, Grana Padano, Parmigiano-Reggiano, Alto Adige apples, Parma Ham, Roman Pecorino cheese, Balsamic Vinegar from Modena, Gorgonzola, Buffalo Mozzarella from Campania, Speck from Alto Adige and Val di Non apples. And, France comes after Italy on the list with the most certified agrifood products, at 219 entries, followed by Spain at 180, by Portugal at 125 and by Greece at 101. The cheese sector is particularly interesting, as it holds over 50% of both national and exports turnover, as well as taking the lead in production value (3.6 billion Euros). Meat and cold cuts follow (1.8 billions), then come cereals, vegetables and fruit (451 million Euros), and balsamic vinegars (392 millions) and oils (84 millions) are right behind. The products are thoroughly checked, with 60.663 inspections and 75.750 controls conducted in 2013 by various State agencies. But, the report also reveals that a lot more can be done regarding communication, where only 30 million Euros has been invested, 76% by the cheese sector and 15% by meats - especially in television, the print media and national and foreign events. Investments on the Internet are still marginal, as only 43% of all Consortiums manage at least one social media channel.

Focus

A consumer-centric market

The age-old adage still rings true: the customer is ultimately king in the wine world as well, since his desire for quality products, and a safe and reliable way of producing them must be addressed by vintners. This, according to Jean-Marie Aurand, the General Manager of the International Organization of Vine and Wine (IOVW), must be the north star of world winemakers for at least the next five years, because the market is going to evolve to the point that retaining brand uniqueness by betting on sustainability is probably going to be critical. "IOVW has moved in this direction as well, by identifying 5 guidelines for winemakers from here to 2019: eco-friendly winemaking techniques and practices must be promoted and unified; clear and shared rules on the subject must be implemented; security for the consumer should be heightened; market trends should be continuously studied in order to create a more efficient supply chain and international cooperation between IOVW and its member States must be made more tight and efficient, in order to create a network of scientists and analysts that can embody a common need for up-to-date knowledge, data and research".



Wine & Food

Parmigiano Reggiano, the symbol of "Made in Italy"

According to food aficionados worldwide, Parmigiano Reggiano is the single most iconic symbol of "Made in Italy" food, together with pasta and Parma ham. Surprisingly, though, cappuccino and tomato sauce are out of this peculiar top ten, created by the results of the "I Love Italian Food" survey, conducted on over 700.000 Italian food lovers around the globe. Parmigiano took 20% of all ballots, while pizza and olive oil are at spots 4 and 5. Now, the 12 most voted products and recipes will be featured in the "2015: a 100per100 Italian Year" project.

For the record

Altgamma, Larte and Italian taste

According to what Roberto Morelli, CEO of "Larte" and Director of Business Development at Illycaffè, told WineNews, the Altgamma Foundation - a nexus of all "Made in Italy" quality products created in 2013 - will open a venue in Istanbul by 2015, and is currently evaluating the possibility of setting up shop in Doha, Qatar, as well.

