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News



“Spirito di Vino”, the winners

The two untitled works of art of Belgian Nikola Hendrickx and Ukrainian Konstantiv Kazanchev have been declared as the winners in the 18-35 years and in the over-35 categories of the international contest called “Spirito di Vino”, created by the Movement for Wine Tourism of Friuli Venezia Giulia (www.mtvfriulivg.it). The contest collects the worthiest (not to mention funniest) cartoons regarding the world of wine, and honours the winners with a selection of the very best of the products of vintners from the region. Next year, the contest will celebrate its 15th birthday, and will do so with a “best of” compilation of the cartoons.



SMS

2015, the year of “Fico”

2015 is not only going to be the year of Expo Milano, the event focused on the theme of “Feeding the Planet” that will put Italy front and center on the world stage for six months as the host of a debate on the global access to food and on nutrition in general. It will also be the year that construction will begin for “Fico” (acronym of “Italian Farmers Factory”), also known as “Eataly World”, in Bologna. The so-called “Disneyland of food”, designed by Oscar Farinetti together with Professor Andrea Segrè of Bologna University, will start being built next January. Investment fund Prelios has gathered 50 million Euros from both private and public investors, and the project should employ a grand total of around 4.500 people once it opens its doors.

Report

A sweet, “Made in Italy” 2014

In 2014, 279.7 million Euros’ worth of traditional Italian sweets and pastry products, like Panettone, Pandoro and so on, have reached the four corners of the world. Exports have been particularly lively in Russia (16 million Euros and a 35.8% growth over 2013), Poland (6.4 millions, a 24.8% growth) and the UK (31.4 millions and a 19.5% growth). According to the latest data from Confartigianato, France imports 77.1 million Euros’ worth of these products, followed by Germany (40.7 millions) and by the UK.



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First Page

Record numbers, low growth for 2014

The year which is ending before us has shown an abundance of record numbers and figures related to the exports of Italian wine all over the world, and in that fashion, 2014 has been a worthy successor to 2013. But, the fact remains that overall growth in the sector is in all probability going to be lower than expected - not to mention hoped - given the fact that average growth rates since 2009 have hovered around the princely figure of 9% year-over-year. On the other hand, year-over-year growth in 2014 compared to 2013 - according to an analysis by Wine Monitor, part of renowned Italian think tank Nomisma, led by Denis Pantini - should be around 1%, from 5.04 to 5.1 billion Euros. Many factors have contributed to this unflattering result, but the main one is represented by the current economic struggles of target countries like China and Russia, but also by a very stiff competition regarding “on tap” wine (which is still 30% of all Italian wine exports) by Spain in the German market, which has led to prices all but falling off a cliff there. On the other hand, traditional markets like the United States of America, the United Kingdom and Japan are going well as usual, especially since the growth of Italian sparklings, Prosecco above all, has definitely cushioned the slowdown of other wines. Still, Italian wine has a full quiver nonetheless, so to speak, in order to try and reach the goal of 7.5 billion Euros in exports by 2020, which has been mentioned by Prime Minister Matteo Renzi as well during the last edition of the Vinitaly fair. And, one of those “arrows” might well be a future 1:1 currency exchange between the Euro and the “greenback”, which is predicted to happen by 2017 by analysts such as Goldman Sachs. The exchange rate could be a winning ace for Italian vintners, since a full two thirds of their exports, on average, happen in countries that are outside the common European market. “Overall”, Pantini told WineNews, “these figures confirm that the general cooldown of the world economy is having an effect on the wine sector as well, and to keep on growing, Italian winemakers will have to reposition their products on the market, in order to try and reach higher average prices”.

Focus

Loads of Italy in “Wine.com 100” 2014

E-commerce is quick becoming a trendsetting part of the worldwide wine market, and in the States, “Wine.com” (www.wine.com) one of the main operators of the sector, has ranked their top 100 sellers for the year. The king of the hill hails from California: it is Cabernet Sauvignon 2012 by Caymus, the first label over 20 dollars in price to get to the very top. Then comes Malbec Reserva 2011 by Bodega Norton, followed by Sonoma Coast Pinot Noir 2012 Schug; the only Italian in the top 10, at the very last spot, is Prosecco La Marca, and the other Italians in the ranking are Chianti Classico Riserva 2010 Castello di Monsanto, at spot number 14, Pinot Grigio Santa Margherita 2013 at number 17, Monte Antico Rosso 2009 (at 27), Nipozzano Chianti Rufina Riserva 2010 Frescobaldi (at 41), Non Confunditur 2011 Argiano at 43, Chianti Classico 2010 Borgo Scopeto (at 44), Brancaia Tre 2011 (at 46), Rosso di Montepulciano 2011 Fattoria del Cerro (47), Chianti Classico Riserva Berardo 2009 Castello di Bossi (55), Tenuta di Castiglioni 2011 Frescobaldi (75), Brunello di Montalcino Pertimali 2008 Livio Sassetti (81) and Modus 2010 Ruffino (at number 82).



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Wine & Food

110 years of history (and record figures) for Mezzacorona

The 1.600 members of the Mezzacorona group, the cooperative colossus of winemaking from Trentino, have closed their 2014 with two record numbers, presented by newly re-elected President Luca Rigotti and by General Director Fabio Maccari: 171 million Euros in revenue, and 57 million Euros in pay offs for members. Overall, the group has a consolidated revenue of 171.14 million Euros (compared to 163.05 in 2013), a new record figure, with a 5% growth year-over-year. Pay offs have grown 17%, also year-over-year.

For the record

A tough year for Italian mass retail

In 2013, only Italian mass retail “big fishes” Esselunga and Coop Italia have reached any growth in revenue (0.8 and 0.5%, respectively). Ditto for the four years between 2009 and

2013 (16.4% and 5.2%): Coop Italia is also leading in market share, with 15%, followed by Conad (11.4%), says a report penned by investment bank Mediobanca.

