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#### News



### Italy wins on points

What would the "Liv-ex Power 100" index for 2014 look like, if one were to consider a single factor namely, the average score given to the most recent five vintages of every wine on the market? "The Drinks Business" magazine answered the question with its 'Top 10 Liv-Ex Power 100 Average Scores'' ranking, and Italy has done very well for itself, since Masseto is king of the hill, with 97.6 points, followed by Chapoutier Ermitage Pavillon (97.2 points), a hair's length from Giacomo Conterno, at 97.1 points. Then, at spot number seven, one can find two more big names of Italian wine, tied at 96.6 points - namely, Ornellaia and Bruno Giacosa.

## Low price, high quality

BENVENUTO

BRUNELLO

2015

Montalcino - 20/23 febbraio 2015

According to the latest edition of the "Top 10 Best Value Wines in the World" ranking, compiled by wine-searcher.com, Italy is covering all bases, almost regardless of one's starting budget. Di Majo Norante and Cantina Santadi are covering the "entry-level" at around 10 Dollars, Benito Ferrara, Bisceglia and Marziano Abbona are in the 20 bucks range and Tenimenti Luigi d'Alessandro, Schiavenza and Maculan are guarding the 40-bucks post, while Tenuta Sette Ponti, Azelia and Elvio Cogno are covering the uppermost tier - with an average price of around 80 greenbacks. The ranking was compiled taking into account both the lowest and highest prices per bottle and the average ranking the most authoritative wine reviewers worldwide have given to every wine as of January 10, 2015.

Report

# Planeta & Alice Waters

Sicilian vintner Planeta has gone Stateside to endorse "Sips & Suppers" (Jan. 24-25th), the most important wine & food event dedicated to raising funds for American no-profit associations whose efforts are aimed to bringing meals, food and clothes to the homeless. The Sicilian winemaker will be the only one supporting the 2015 edition of the event, which was created back in 2009 by Alice Waters, at the helm of Slow Food International and author of the "Edible Schoolyard" project.

CAMPAGN RMARCED ACCORDING TODC REGULATION N. 1254/07



# **First Page**

# Global wine consumption to go up 3.5% by 2018

According to a recent report compiled by International Wine & Spirits Research for Vinexpo, there is good news on the horizon for winemakers, especially for those hailing from countries where economic growth in the sector is tied to exports. Global consumption, which has gone up a modest 2.3% between 2009 and 2013, is expected to kick into higher gear by 2018 (+3.5%), reaching 2.5 billion 9-litre cases in volume. The report also reveals more than a few interesting tidbits. For example, by 2018 Germany is expected to consume more wine than Italy itself, with 3.3 billion bottles for Germans and 3.28 for Italians, due to a sharp drop in domestic consumption in the "Belpaese" (5%) and a slight growth in Germany (1%). In the same time frame, moreover, growth will be strong in the United States of America as well, reaching 4.5 billion bottles for a remarkable 11% growth rate. In essence, one piece of bad news to two good ones for Italian vintners, since they have to face a worrying drop in domestic consumption - and the Italian market is still paramount for them, revenue-wise - but they can still count on the two most important foreign markets around: Germany, regarding volume, and the United States regarding value. Additionally, great news for Italy is expected to come from another cornerstone of Italian wine exports as well, namely the United Kingdom. Between 2009 and 2013 average wine consumption in the UK dropped 10.4%, reaching 23,9 litres per capita every year, but a positive rebound is apparently just around the corner, with a 3.3% growth by 2018 and consumption bouncing back to 24.6 litres per capita. And, following the recent trend, sparklings will lead the way, with Prosecco, the undisputed darling of British wine lovers, as the metaphorical spearhead. Still wine consumption will grow 1.1%, but sparklings are supposed to grow no less than 12.2%, an even better performance than the one that took place between 2009 and 2013 (+ 10% growth). In any case, according to the IWSR-Vinexpo report, the highest per capita consumption will be either Italy or France, both close at around 45 litres per capita per year.

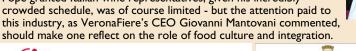
### Focus

# "I drink little, but from around the world"

Last Wednesday, Pope Francis received a delegation of some of the most important protagonists of Italian wine, put together by Franco Ricci's Fondazione Italiana Sommelier. His Holiness was given a tastevin, the diploma and title of "sommelier ad honorem" and a crate with three bottles of wine by Bibenda (since Bergoglio didn't want any specific brand) and one of olive oil. "Your Holiness, please satisfy my curiosity", Riccardo Cotarella, President of Italian Sommelier Association AIS, asked: "is it true that you're a teetotaller?" "No", Benedict shot back: "I drink very little, but I taste wines from all over the world". The Pope, who is Argentinean and has roots in Piedmont, spoke about the land of Barolo as well during his chat with "the king" Angelo Gaja - whose winery in Barbaresco, by the way, is quite close to Portocomaro Stazione, the town where Bergoglio's family emigrated back in the day. The amount of time the Pope granted Italian wine representatives, given his incredibly crowded schedule, was of course limited - but the attention paid to









# Wine & Food

# Italy's best according to "Wine-Searcher" quotations

Amarone della Valpolicella Classico Riserva by Giuseppe Quintarelli (average quotation 723 Dollars), followed by Masseto (at 682), Barolo Monfortino Riserva di Giacomo Conterno (at 664), Barolo Falletto Riserva Bruno Giacosa (at 575 a bottle), Brunello di Montalcino Riserva di Biondi Santi -Tenuta Greppo, at 561 dollars a pop, and Brunéllo di Montalcino Riserva Case Basse Gianfranco Soldera, at 472 bucks a bottle. This, according to search engine wine-searcher.com, is the "all-stars dream crate" of Italian wine, updated to January 10, 2015.

# For the record

# Cecchi doubles down on Chianti Classico

Cecchi, a historical brand of Chianti Classico, has doubled down on the territory of the "Black Rooster", through the acquisition of Villa Rosa Estate, in Castellina in Chianti, from

the Lucherini-Bandini family. The estate includes 126 hectares of land: almost 25 are vineyards, surrounded by one of the biggest cypress forests in Europe.

