



News



Petrini's message (and "tile")

"You should take it easier and be more humble, since this is one of the values of growers. We did not come into this world to drink wine, but to eat: do not forget you are men of the land, first and foremost, and "Made in Italy" products should be protected by defending local economies, not only through the rules of the free market". This, in a nutshell, is the main message that Carlo Petrini, founder of the Slow Food movement, dedicated to the vintners of Montalcino during his visit to "Benvenuto Brunello": Petrini also authored the traditional "tile" (pictured above) that commemorates the vintage, including the three stars out of five that it has been officially awarded with.



Petrini's version

During his visit to Montalcino, Carlo Petrini used the same words he used for Expo, a one-time event, for the everyday consideration that growers and vintners should give to commerce - it is important, but not the only thing to keep in mind. "Monoculture is not enough", he said, emphasizing the need for growing activities in schools. "Science is not enough, if it does not relate with traditional knowledge; growers cannot revolutionize agriculture if they do not join forces with consumers; products and tourism are not enough, if the territory lacks social cohesion and a common vision. And, business alone is not enough, because education is the cornerstone of everything, and the cornerstone of all territories is the grower's culture, which belongs to all growers and vintners".

Report

Italian food: now hiring

The Italian wine & food sector is not only an economic cornerstone, especially regarding exports, but it is also countering unemployment: 29% of firms will hire in 2015, 63% will keep their current personnel, and only 8% plan to lay off some of them. The data comes from the "Work in Food" report, penned by the Manpower Group. Still, 80% of new hires will be focused on production, and only 43% of firms plan on investing in human resources focused on the digital and "tech" side of things.



First Page

Italian wine: 2014 good, 2015 optimistic

80% of the most important Italian winemakers have closed the books on 2014 with a positive balance sheet: furthermore, revenues are up, on average, 5% over 2013. The future looks bright, generally speaking, even if the economic situation is still far from ideal, since 55% of polled vintners are talking about a fairly positive sentiment for 2015, an additional 35% sees 2015 positive already, and 5% considers it to be extremely positive. The data comes from a poll conducted by Vinitaly, at the eve of the 49th edition of the most important international event dedicated to wine (Verona, March 22nd-25th: www.vinitaly.com), which surveyed a sample of 30 of the country's most important winemaking firms ranked by image, history and turnover, and Veronafiere's General Director Giovanni Mantovani presented it two days ago, together with the 2015 edition of the fair. Of course, there is bad news as well, but more good news is coming from the domestic market: 80% of the firms polled indicated that the domestic wine market, according to sales data, is once more showing signs of life, at an average growth rate of around 5.5% year-over-year. The other 20%, on the other hand, is not reporting further drops in domestic revenue, but stable sales - which, in a way, is a positive sign in itself. Exports, unsurprisingly, are still the darling of Italian winemaking firms, even if - quite understandably, given the figures - competition is a little more fierce than it used to be. 55% of polled firms are registering a growth in sales abroad, hovering around an 8% growth over 2013, on average. 80% of polled firms has decided to invest in order to intensify their activities in the United States, a market where wine consumption is still low and there are still margins for further growth, no matter what aggregate numbers may lead one to think - especially if one considers the recent strengthening of the Dollar, both volume- and average price-wise, which has somewhat cushioned the drop of exports to Russia. 60% of firms invested in Europe (particularly in Switzerland), and 50% in Asia, especially in Japan, since it is still the main hub market for Italian wine on that continent.

Focus

Vinitaly 2015 looks forward

The 2015 edition of Vinitaly was officially presented this Thursday, and it will focus on both Italian and foreign wine businesses and on wine lovers, but also on the everyday life of Italian winemakers. For instance, the news of the upcoming Unified Code of Italian Wine and a newfound place "front and centre in the 2015 agenda", as Minister of Agriculture Maurizio Martina (pictured right) told WineNews. Business will be the main focus: "34% more invested over 2014 for incoming, facilitating the visit of buyers from the four corners of the world, regarding traditional and consolidated markets and those that are still far from being "conquered", like Far East Asia", Veronafiere's CEO, Giovanni Mantovani, pointed out, but "the emotional side of things is also on our radar regarding wine lovers, since wine represents our culture, our identity and our history". Martina also stated that "Vinitaly will be the place to look back on the last 10 to 12 months that we have used to accomplish important steps, from the Decree on Planting Rights to the "Campolibero" initiative, and particularly regarding simplification. And, it will also be the right place to look forward to new objectives, and I don't mean only the Expo".



Wine & Food

The top wine & food districts of the "Belpaese"

It is no mystery that "Made in Italy" products are among the strategic economic assets of Italy, and the latest confirmation of the fact comes from the yearly "Report on Economy and Finance in the Industrial Districts" penned by the banking group Intesa San Paolo. Among the 15 best-performing districts, no less than 5 belong to this sector. Chianti is at number 2, followed by Turin for coffee, confectionery and chocolate at 3, Conegliano-Valdobbiadene at 9, the wine district of Verona at 10 and Alba and Cuneo at 11. Not to mention the "food machinery" district of Parma, at 14.

For the record

Italian beer going strong

Italian beer exports have grown a remarkable 13% year-over-year in 2014 over 2013: and, perhaps unexpectedly, more than half of those exports are currently heading

to the UK, a veritable beer-lover's heaven. The data has been compiled by Italian statistics institute ISTAT, and published by farmers association Coldiretti.

