



News



Madonna's Italian toast

After their mutual promise, which took place on Twitter, megastar Madonna and Italian anchorman Fabio Fazio did indeed toast with a glass of Sassicaia, one of Italy's most iconic wines, last Sunday on RAI 3, one of Italy's State broadcasting channels. "May every one of us find their rebel heart in themselves. Salute!" Madonna said, after approving Fazio's wine choice, who jokingly shot back, "Would I ever choose the wrong wine for you?" So, question after question on freedom, women and plenty other topics, including Madonna's latest album, "Rebel Heart", the glasses were emptied. Madonna sniffed and tasted, and, with an inimitable smile, added "good wine, we need some more"...



SMS

"Unified Law" at Vinitaly

As Italian Minister of Agriculture Maurizio Martina had already told WineNews, the new "Unified Law on Wine" bill will be officially presented at this year's Vinitaly (Verona, March 22nd-25th). Massimo Fiorio, Vice-President of the Agriculture Commission of the Italian House of Representatives, made the statement in an official press release. "The framework of the bill is nearing completion. I am very satisfied, because I think that it has managed to condense, in the timeline that we had set for ourselves, the contest of all the proposals that were presented, following what was suggested by trade organizations and all the players in the wine world, and with simplification as our guiding star". Needless to say, a lot of people working in the sector are eagerly awaiting the bill.

Report

Carpineto heads to Montalcino

After a week where Barolo hijacked the news of M&A in Italian wine, Tuscany has followed suit, with Giovanni Carlo Sacchet and Antonio Mario Zaccheo, owners of Carpineto, in Chianti Classico, buying "Il Forteto del Drago" estate, in the heart of Montalcino, from the Troise family. It includes 53 hectares of land - 11 dedicated to vineyards and 3.5 to Brunello grapes and a stunning view of the town from Località Rogarelli. It sold for a price of around 7 or 8 million Euros, according to WineNews' estimate.



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First Page

ProWein, the first big wine event in 2015

Italy, the top foreign player on the German wine market, will field no less than 1.200 winemaking firms out of a grand total of 5.000 at the 2015 edition of ProWein in Düsseldorf, Germany, which will take place from March 15th to the 17th. The event is ever growing, and floor space has grown a full 20% over 2014. Nowadays it is a veritable hub for all of Europe as far as wine is concerned, especially regarding northern Europe. Business will of course be front and centre, but information will follow suit, beginning with the seminars. "Wine Retail Trends", organized by ProWein and Wine Intelligence, will take place on the 16th, focusing on recent trends in Germany, the UK, the U.S., Australia, Japan, France, Spain and Italy, while Demeter will focus on sustainability. "Global Consumer Trends and Wine Category 2015" will take place on the 17th, with a snapshot of the modern consumer by Lulie Halstead, CEO of Wine Intelligence, followed by "Wine & Social Media: What Consumers Want, and How Wineries are Responding", by Geisenheim University and Wine Intelligence and, "Emerging Cool Climate Regions from Around the World" by the Wine & Spirit Education Trust. Italy will be one of the main stars in a lot of events organized by the Consortiums, like those of Soave, Grandi Langhe, Assovini Sicilia, Istituto Marchigiano Vini, Consorzio di Tutela del Prosecco di Conegliano e Valdobbiadene Docg and the one of Prosecco Doc, Chianti, Chianti Classico, Vini della Valpolicella, Brunello di Montalcino, Vino Nobile di Montepulciano, Vini d'Abruzzo, Franciacorta, Vini del Trentino, Trentodoc and Bolgheri - just to name a few. Moreover, Ice - Italian Trade Agency will organize tastings on native grape varieties, and the Deutschland Sommelier Association and "Vinum" magazine will dedicate tastings, among others, to Soave, Morellino di Scansano, Lambrusco, the wines of Apulia - whites and rosés in particular - the wines of Oltrepò Pavese, Prosecco and the great classics like Amarone and Brunello di Montalcino. Finally, Luca Maroni's "The Very Best Italian Wines" will also attend the German superfair.

Focus

Boroli, wine and communication

The latest edition of the Boroli Wine Forum - organized by the winemaking family currently represented by Achille Boroli (pictured right), who recently acquired the 4.5 hectares of vineyards of Cascina Sorrello, dedicated to Nebbiolo grapes - recently took place in Alba, and was full of interesting exchanges on the value of communication. According to Margareth Enriquez, President and CEO of Krug, "Even the best product does not exist without communication. The relationship between the quality of one's product and the emotion generated in the consumer is paramount, and vintners must dedicate their time to make consumers understand the history and uniqueness of their wines". Many a producer has done so, like Barolo producer Roberto Voerzio, who wants the consumer "to fall in love with every grape bunch and every barrel", or Pio Boffa, at the helm of Pio Cesare winery: "We have taken our wines by the hand at brought them around the world", he said, "but it is just as important to bring our customers to our unique territory". Engaging, as Enrico Viglierchio, General Director of Castello Banfi, pointed out, "is key, and Internet is an essential tool for that".



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Wine & Food

ISTAT says record 2014 for Italian wine exports

According to the latest data from the Italian public institute of Statistics, ISTAT, Italian wine exports in 2014 have officially reached 5.11 billion Euros in value, compared to 5.04 billion in 2013. Quantity is holding overall, with 20.54 million hectolitres going abroad compared to 20.32 million in 2013, even though the international situation is far from relaxed, from China putting the brakes on its economy to the Ruble crisis in Russia. All in all, as Vinitaly pointed out, value is growing - albeit modestly - and volume is stable.

For the record

The latest on the domestic market

According to a Vinitaly study, wine is going well inside national borders, too. Mass retail still sells 3 out of every four bottles in Italy, and sales of regular-sized bottles have grown 1.3% in value in 2014. Moreover, wine shops - albeit still worth no more than 10 to 13% of the market - might face some considerable growth as well.

