



# Italian Weekly WineNews.it



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## News



### “We’re betting on traders”

The 2015 edition of ProWein has seen floor space and exhibitors grow 24% year-over-year, totalling over 5.000 vintners from the world over and Italy still on top. But the future of the German fair, which is an ever more important event for wine at an international level, also hinges on the incoming part of visitors for both winemakers and exhibitors. Hans Werner Reinhard, CEO of Messe Dusseldorf, said as much to WineNews while discussing the future: “we are not going to add more space or exhibitors in the next edition, but rather the number and quality of both buyers and traders, since they are the main objective of the producers coming to ProWein”.



### Galloni & “sustainability”

“Sustainability and its practices should not be a cult, but a tool that winemakers should use wisely. And by that I mean through choices not taken “come hell or high water”, but rather, considering both the vintage and the territory. Generally speaking, I think that one cannot follow a method blindly, like organic or biodynamic, when it might mean losing the entire harvest and the product. And one should always consider that truly “natural” wine does not exist, since the work of man is always present”. The source? None other than Antonio Galloni, one of the world’s most authoritative wine writers and founder of “Vinous” (www.vinousmedia.com).

## Report

### New retail trends

According to the Wine Intelligence report presented at ProWein, convenience stores - especially in the U.S.A., UK, France and Spain - online purchases, and more generally every sale mode, which shortens or negates the distance between producers and consumers, are gaining traction. In some countries (particularly Germany, France, Italy, Australia and Japan) mass retail chains are consolidating their hold on the wine market, while the States, the UK and Spain are still immune to that phenomenon.



## First Page

### The 2015 Grand Crus of Italy

The classification of the Grand Crus of Italy for 2015, authored by Gelardini & Romani Wine Auction, is out, and it holds both old glories and new entries in its midst - like Barolo Giuseppe Rinaldi, Chianti Classico Il Poggio Riserva Castello di Monsanto, Amarone Allegrini and Terra di Lavoro Galardi. No less than six years have come and gone since the first edition of this classification was published, and to this day, it is the only document of its kind openly dedicated to both collectors and investors. Furthermore, prices “under the hammer” and market trends confirm both its method and its efficiency, especially as a great tool to identify the best Italian wines - both for collection purposes and for their capacity to increase in value over time, thus representing good investments (www.grwineauction.com). The 2015 edition of the classification underlines both changes and certainties. First and foremost, the top-tier (300 Euros and up) has virtually unchanged since 2013, where wines like Brunello Riserva Biondi Santi, Barolo Monfortino Riserva Giacomo Conterno and Masseto have been residing since the first edition of the document, in 2009. On the other hand, the second topmost tier (200 to 300 Euros) has endured quite an upheaval, with Redigaffi Tua Rita going out, and Barbaresco Riserva Bruno Giacosa and Brunello di Montalcino Case Basse Soldera barging in from the lower level, joining the likes of Amarone Romano Dal Forno, Barbaresco Riserva Etichetta Rossa Bruno Giacosa and Amarone Riserva Giuseppe Quintarelli. The only news from the 150 to 200 Euros tier is that Sperss Gaja is fresh in, and than Barolo Brunate Roberto Voerzio is out of the fourth tier, in favour of Fiorano Boncompagni Ludovisi. Finally, the last tier (50 to 100 Euros) sees three wines out - namely Brunello Madonna del Piano Riserva Valdicava, L’Apparita Castello di Ama and Saffredi Le Pupille - and four newcomers: Barolo Giuseppe Rinaldi, Chianti Classico Il Poggio Riserva Castello di Monsanto, Amarone Allegrini and Terra di Lavoro Galardi. With the latter labels, the lowest tier sees 3 new terroirs and/or denominations enter the classification.

## Focus

### Germany, an export paradigm

2014 wine exports have grown year-over-year, reaching 5.11 billion Euros, but the most recent 1.4% is a far cry from the 9% of the pre-crisis years. Growth, of course, cannot be perennial, and Italy, as a winemaking country should therefore focus its efforts on price positioning, rather than on volume. The latest confirmation of that fact comes from ProWein, with the German market dropping 5.9% in value in the first 11 months of 2014, to 906 million Euros. The second largest market for Italy, after the States, “is saturated”, as Martin Schröck, trade analyst of the Italian Trade Agency, told WineNews. And that is why “vintners should aim to export higher-quality wines, because the average price is 1.6 Euros per litre, compared to France’s 2.5”. A limited segment in a bigger market, “where the bulk is “on tap”, which reduces the average price per litre. But, in Germany the market is largely driven through supermarkets and hard discounts”. Half of “on tap” Italian wine goes to Germany, for a grand total of 30% of national export volumes, and one of our weak points is precisely the disruption in the German market by the more competitive Spanish wines.



## Wine & Food

### What global consumers really want

According to the “Global Consumer Trends & Category” report, authored by Wine Intelligence and presented at ProWein, modern consumers hold true to a fair number of imperatives, so to speak. They are “instant”, as in right here and now; “activated”, as in an active participation on their part; “sensory”, relating to their experiences; “fusion”, which speaks for itself; “localism”, as in the search for local communities through their products and ending with “well-being”, “transparency” and “upgrade”, as in upgrading choices of small, everyday luxuries.

## For the record

### The new frontiers of wine consumption

According to trends shown at ProWein, wine lovers worldwide are increasingly less “faithful” to known brands and terroirs, and ever more eager to explore new realities - to

the point that countries like Turkey, Lebanon and Israel are gaining traction, as well as the American State of Washington and the Finger Lakes area.

