



## News



### “Wine brings enthusiasm”

Wine has inspired all art forms, like painting and sculpting all the way to literature, music, cinema and photography. And that, according to renowned art critic Philippe Daverio, is because “wine brings enthusiasm, it helps one to escape the everyday trudging through life, like one used to do in the time of Dionysus. All arts are based around this single concept, to escape from reality: what better “support” for that than wine?”. Daverio told WineNews his opinion on the relationship between wine and the arts during Vinitaly, in Verona - and, he did it like only a professional could, because understanding this helps one to understand how wine should be narrated.



SMS

### “Tuscan Giant”

The grand pre-opening of Opera Wine, the preview-tasting that traditionally precedes the first day of Vinitaly, is scarcely over, and “Wine Spectator” magazine has decided to double down on its homage to Italy and its great vintners: the April 2015 cover story of the magazine, which enjoys a 3-million strong readership, is dedicated to one of Italian wine’s most iconic protagonists, Piero Antinori. According to the introduction, penned by Editor and Publisher Marvin Shanken and by Executive Editor Thomas Matthews, Piero Antinori has managed, back in the ‘60s, to innovate his firm and bring it to the present, to the point that “there is not an issue of our magazine dedicated to Tuscany that does not feature one of his wine”. A veritable “Tuscan giant”, indeed.

## Report

### eBay, a newfound ally

During this year’s edition of Vinitaly in Verona, Italian Minister of Agriculture Maurizio Martina and Federdoc President Riccardo Ricci Curbastro have officially signed an agreement with e-commerce behemoth eBay, in order to have the company remove sale listings involving counterfeit DOP and IGP wines. “It is a first step”, Martina stated, “in rolling out the strategy that we’ve created to safeguard the extraordinary heritage of our “Made in Italy” products from the dangers of counterfeiting”.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS



## First Page

### Wine commerce online, a growing trend

The Internet is an ever greater component of wine sales around the world, and things seems to be moving fast on that front in Italy as well, according to what sale representatives of the sector have told WineNews during Vinitaly. “We at Xtrawine ([www.xtrawine.com](http://www.xtrawine.com))”, said Stefano Pezzi, “have sold 240.000 bottles in 2014: we’ve been online since 2010, and have doubled sales every single year. In 2015, I think we’ll reach a 40 to 50% growth in sales year-over-year, with an average price per bottle of 18 Euros”. Negozio del Vino CEO Giuseppe Gallarati ([www.negoziodelvino.it](http://www.negoziodelvino.it)) sees a rosy future as well: “We’ve been in business for two years only, but we’ve seen a constant growth in sales. In 2015, so far, they’ve grown a solid 25% each month”. And, a growing trend has been confirmed as well by Mattia Giorgi, Web Marketing Manager of Vinitaly Wine Club ([www.vitalyclub.com](http://www.vitalyclub.com)), who told WineNews that “orders have grown 83% in 2014 over 2013, with an average order price of around 90 Euros. Sales are also going very well, since they’ve doubled in the first two months of this year”. Tannico ([www.tannico.it](http://www.tannico.it)) seems to be doing even better, though, since “we’ve seen sales growing 300%, and our turnover is expected to reach 10 million Euros by 2016. This demonstrates that buying wine online is a growing phenomenon: in 2014 we have sold around 200.000 bottles of wine, all things considered, with an average price per bottle of 16 Euros”. And, sales are growing for Wineshop ([www.wineshop.it](http://www.wineshop.it)) as well, as Andrea Gaetano Gatti stated: “we’ve sold 72.000 bottles in 2014, with an average price tag of 10 Euros”. Svinando ([www.svinando.com](http://www.svinando.com)), instead, has sold “more than 100.000, a 400% increase over 2013 with an average price of 12 Euros”. The trend seems to be positive for Italian Wine Selection ([www.italianwineselection.com](http://www.italianwineselection.com)) as well: “we’ve sold 7.770 bottles”, Tonino Terminiello told WineNews, “with an average price of 46 Euros”. Finally, Do You Wine’s Alessandro Morichetti ([www.doyouwine.com](http://www.doyouwine.com)) said that “even though we’re small fishes in the world of e-commerce, we’ve grown 50% in 2014 over 2013, and we will probably do the same in 2015”.

## Focus

### Wine and mass retail around the world

The relationship between wine and mass retail is a very complex one, and “split” between the drive towards visibility on the shelves (where joining forces and M&A can help) and a growth in value, with France still a ways away regarding prices per litre. The Italian market needs less attention to promotions, and more to prices: this is what has emerged on the matter at Vinitaly, in Verona, during a panel with Vinitaly, Veronafiore and IRI. Italy still is leader in mass retail in the U.S., also thanks to the runaway success of sparklings, with a 60% market share, as well as in the UK (20%), but Germany is showing signs of saturation - worrying news for a market worth 5 billion Euros, half coming from imported wines. The Italian market is far from healthy: in 2002 prices were growing 17% year-over-year - now, they’re dropping 2.6% - and in 2002 mass retail hosted 12.000 labels, compared to today’s 21.000. A fragmentation that does tell of our country’s diversity, but which also underlines the veritable boom of private labels on the market: and a trend that, coupled with a rush to sales for sales’ sake and consumption drop, might end up hurting wine as a product.



A CAMPAIGN FINANCED ACCORDING TO EC REGULATION N. 1234/2007



## Wine & Food

### “Exports can reach 5.5 billions in value in 2015”, says Martina

“I believe”, Italian Minister of Agriculture Maurizio Martina told WineNews during this year’s edition of Opera Wine in Verona, “that 2015 can be the year when Italian wine will reach the milestone of 5.5 billion Euros in value for its exports. There are many opportunities in order to do that, and this government’s Unified Bill on Wine is one of those, together with the measures to reduce the weight of bureaucracy on agriculture. It is going to be a fundamental way to give agriculture its proper value among the protagonists of the Italian economy”.

## For the record

### Wine “is worth 9.4 billion Euros”

The microcosm of Italian wine, according to Italian farmers association Coldiretti, is worth a remarkable 9.4 billion Euros, thanks to 5.1 billions in exports and a

domestic market worth 4.3, which both generate 1.25 million jobs and a positive effect on 18 different productive chains, from transportation to catering.

