



## News



### A unique look at wine and art

"Art and Wine", the exhibition entirely dedicated to wine and art through the centuries which opened its doors today in Verona, is probably the most comprehensive and beautiful show ever dedicated to wine. The grand total is more than 160 pieces from the all over the world. Some of the most important include "The Last Supper" by Titian, "The Drunkenness of Noah" by Luca Giordano (from the El Escorial museum), "Bacchus" by Annibale Carracci, "Bacchanals" by Sebastiano Ricci (from the Russian Hermitage) and Poussin (from the Prado), all the way to the 20th century with pieces by Picasso, Sironi, Depero, Morandi, De Pisis and Guttuso.



SMS

### Operation: average price

Quantity, turnover and average price are the three guiding stars of wine exports nowadays, and the picture they collectively paint is definitely complex. Quantity-wise, Spain is the undisputed king of the hill, at 22.6 million hectolitres, while Italy is at 20.4 million and France at 14.4 million, but average prices are where the real battle is being fought. Here France rules with 5.37 Euros per litre, followed, quite surprisingly, by New Zealand, with 4.36 Euros. Italy, meanwhile, is still stationed at around 2.50 Euros per litre, a hair's breadth from Germany and Portugal, but Spain is the real loser of the pack, with 1.1 Euros per litre - going all the way down to 0.4 Euros for a litre of "on tap" wine...

## First Page

### High-tier wines are going strong in the States

In 2008, at the beginning of the financial crisis that would go on to envelop the entire world, almost nobody in the United States of America believed in an economic reprise that could bring general consumption back to the "happy days". This was doubly so for wine, as 20 Dollar and over bottles have always faced considerable hurdles in the States, leading many to consider the "20 and over" tier to be sort of a dead zone, where almost nothing ever happened. Therefore, caterers, restaurants and wine traders oftentimes had to resort to promotions and discounts to empty their warehouses, and many firms have gone off the market, forcing them to rethink their commercial strategy from top to bottom and brick by brick, as "The Wine Economist" has recently pointed out ([www.wineeconomist.com](http://www.wineeconomist.com)). Now, finally, one might add, things are changing on that front, as the latest Nielsen research on wine sales in the United States in 2014 revealed. The market is now split in two, so to speak, and both halves live with different expectations and trends. This is definitely good news for Italy, since the United States has been our single biggest partner in wine exports for more than quite some time. On the one hand, those wines priced at 9 Dollars per bottle or under have taken quite a hit, as the 6-to-9 Dollars range dropped 3.2%, the 3-to-6 Dollars dropped 1% (but it is still the most important, because it is worth 3.95 of the American market's 12.53 billion Dollars), and the 0-to-3 Dollars tier dropped 0.1%. On the other hand, though, the segment priced over 9 dollars per bottle has gained a remarkable second wind, and this could very well mean good news indeed for Italian winemakers and their wines. The 9-to-12 Dollars tier, which is worth 3.14 billion Dollars, has grown a remarkable 7.2% while the 12-to-15 Dollar tier has grown 10.6% and the 15-to-20 Dollars tier has shot up 8.6%. Finally, regarding the aforementioned "dead zone" - populated by bottles priced over 20 Dollars - the news is as good as it comes, with a stunning 15.7% growth. In a year when global growth has been 3.4%, this could very well be the beginning of a new era.

## Focus

### Wine and catering, a changing bond

As the relationship between restaurants and their clientele evolves, so does the one between wine and its consumers, as Michelin-starred restaurants, gourmand bistros and wine bars all confirmed to WineNews. "The relationship between our customers and our wine list is always shifting", Giuseppe Palmieri, sommelier of the "Osteria Francescana" in Modena, stated, "because their needs have changed. They discuss wine choices with us, and are more attentive and a lot more curious than before". According to Marco Reitano, sommelier of "La Pergola", changing the wine list is key. "Our cellar has new wines every day. Even regular customers feel like having something different, and I feel that tastes are more defined than they used to be". "The wine list", Carla Trimani, sommelier of the venerable "Enoteca" in Rome, pointed out, "is fundamental, and the seasons play a big role, since each one brings different wines with it". Finally, Andrea Borgonovo, sommelier of Milan's "Peck" bistro, told us that "wine lists have slimmed down a lot. Even though there may be thousands of wines available, choice should not become complicated. This is one of the biggest changes we have noticed".



## Report

### Italian exports and the EU

Italian wine exports have not performed as well as expected in 2014: "on tap" dropped 17%, due to the competition with Spain, as Unione Italiana Vini affirmed. On the whole, Europe is still our main market, since half the value of our exports is generated there: in the last 15 years it has dropped 5%, while extra-European markets have grown 11% in the same time frame: North America (U.S. plus Canada) at around 30%, Asia around 6-7% and a mere 2% for China and Hong Kong.



## Wine & Food

### The economic impact of the Milan Expo

Not just Milan, but all of Italy is collectively counting the days to the grand opening of the 2015 Expo. The pavilions are under construction and the expectations of those who see the event as the spark that will fuel the economic reprise of the country could not be higher. According to a forecast penned by farmers association Coldiretti, an extra 8 million tourists will come to Italy, bringing the grand total to 59 million people: the additional visits, the forecast says, are expected to generate an added income of around 5.9 billion Euros.

## For the record

### Franciacorta, the terroir of Expo's sparkling

Franciacorta will be the official wine of the Milan Expo. Visitors, thanks to the "Travel Experiences" of Made in Uvet, will be able to visit the vineyards and vintners of that terroir as well. "Some of our estates", Maurizio Zanella, President of the Consortium, stated, "are true masterpieces, and only one hour away from Milan".

