



## News



## Four Aces for Obama

Italian Prime Minister Matteo Renzi brought “four aces” of wines on his recent State visit to 1600 Pennsylvania Avenue, at the White House, as an official gift to the most powerful man in the world, the President of the United States of America Barack Obama. His gift included not only Sassicaia Tenuta San Guido, as WineNews anticipated, but also Tignanello (Antinori), Ornellaia (Frescobaldi) and Brunello di Montalcino Mastrojanni (Illy Group). These “four aces” of Italian wine were apparently received quite well: “it would be offensive not to taste it”, he reportedly joked, “also to establish good trade relationships: I’ll report on the quality”.



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## Zonin looks abroad

Zonin 1821 is looking to grow even more and as CEO Domenico Zonin told WineNews, is currently “looking for acquisitions, maybe more in the States, where we already have Barbourville Vineyards in Virginia – but, why not, in Chile, or another “new world” winemaking country”. Therefore, it appears that the strategy is clear for Zonin 1821 - growing beyond its current 2.000 hectares of vineyards, divided into 11 estates (Castello del Poggio - Piedmont; Tenuta Il Bosco - Lombardy; Zonin, Podere Il Giungo - Veneto; Tenuta Ca’ Bolani - Friuli; Abbazia Monte Oliveto, Castello d’Albola, Rocca di Montemassi - Tuscany; Masseria Altemura - Apulia; Principi di Butera - Sicily; Barbourville Vineyards - Virginia, USA).

## Report

### Food safety and Italy

According to Luigi Scordamaglia, President of Italian food trade association Federalimentare, “The Italian food industry is right at the top of the pack when it comes to safety checks and to the number of controls. This is the result of investments made in the past in innovation, research and new technologies”. A grand total of 2.6 billion Euros a year, Scordamaglia pointed out, are spent every year to guarantee food safety: furthermore, “the sector has improved the nutritional profile of over 4.000 products”.



CONSORZIO PROMOZIONE  
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## First Page

### BNP Paribas and Rabobank’s global take on wine

According to a report penned by Agrifrance, a specialized division of the French banking group BNP Paribas, global wine exports have essentially doubled in the last two decades, and now count for 35% of all global commerce. Europe (where 50% of all wine is consumed) sends 58% of all its wine abroad every single year and in the same timeframe wine exports from the “new world” of wine (New Zealand, Chile, Australia and South Africa) have grown 370%. France is no longer in the lead for exports, volume-wise and has conceded that title to Italy and Spain, but is still firmly at the top of the pack when it comes to average prices per litre (7 Euros, compared to a global average of 2.62), reaching all the way to 9.7 for wines from Bordeaux, 10.6 for wines from Burgundy and 15 Euros for wines from Champagne. The Agrifrance report also pointed out that 60 countries are in the winemaking game, but wine is consumed in a whopping 242 countries. The 12 most important winemaking countries are responsible for 84% of all wine on earth (Italy, Spain and France nab 47% of the total), but global wine production has grown a mere 2.2% in the last 20 years. And that, in turn, is why a balance of sorts has been reached, considering the fact that from 1980 to 2013 total consumption has dropped 13.8%, to 239 million hectolitres. The best news from the Agrifrance report, especially for countries that have to rely on exports to grow more due to a dwindling domestic market (like Italy, Spain and France), is that wine exports have gone up 87% in value. Rabobank’s recently published second quarterly report focused on the short term, instead. The document states that Italy, which retains its role as one of the main winemaking countries in the world, has been the only one to see its exports grow in 2014 over 2013, albeit at a moderate pace, both in volume (+0,8%) and in value (+1,4%). France’s exports, meanwhile, have gone down 3.3% in volume and 1.7% in value, and Spain’s exports have skyrocketed in volume (+25.6%), mainly thanks to “on tap” wines, but dropped 3.2% in value.

## Focus

### Italian wine and Spanish competition

Both Spain and Italy have a lot in common when it comes to winemaking, like a great number of indigenous grape varieties, a faltering domestic market, growing exports and competitive prices. Spain, furthermore, according to “Vinetur”, has exported the most wine (22.6 million hectolitres vs. 20.4), even if at markedly lower average prices (1.1 vs. 2.5 Euros). On the single most important market, however, the United States, Italy has no rivals, with 1.3 billion Euros in value versus a “mere” 201 million. Still, Spain is not a competitor to be taken lightly. Like Italy, it is currently using a lot of European CMO funds for wine promotion in non-European countries. And not only did “Wine Spectator” put a Spanish wine, Imperial Gran Reserva Rioja 2004 Compania Vinicola del Norte de España, at the very top of its 2013 “Top 100” ranking, but according to a recent poll of its readers, Spain has been voted the winemaking country with the best price/quality ratio by 41% of the 800-strong sample, followed by Italy (19%) and Portugal (18%). So far, these signs and data about Spanish winemaking are nothing to worry about, but there’s nothing to be ignored about them, either.



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## Wine & Food

### Research, markets, sustainability at the Assoneologi conference

The 70th edition of the national conference of Italian oenologists association Assoneologi, will take place May 30th to June 2nd at Castellana Marina, near Taranto, in Apulia (www.assoneologi.it). It will focus on research, markets, sustainability and wine in the Mediterranean diet, with a special focus on Apulia and its territories, on Spain as a winemaking country and on California, with an in-depth analysis of the “relationship” between Apulia’s Primitivo and California’s Zinfandel. The conference will host Professors, experts, vintners, researchers and top-tier chefs.

## For the record

### Slow Food and Lavazza’s App

Slow Food and Lavazza have recently teamed up and have made their debut in the App Store, titled “Slow Food Planet”. The application allows its users to uncover a world of

farmers markets, out-of-sight shops, artisanal products and ethnic food joints all over the planet, thanks to the suggestions of over 2.000 members from 150 countries.

