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News

TRACTATUS DE VINEA, VINDEMIA, ET VINO.
PROSPERO RENDELLA
 Monopolitano I.C. Celeberrimo Autore.

In quo quae ad Vinem vitalem & culturam, Vindemiae opus, Vinitoris documenta pertinent; ac plures quatuordecim, & leges animadvertuntur, & dilucide explicantur.

Nec non Vini Genesim plerumque, ac de Vini commercio, & viti foleris cura proponuntur.

Wine, food & ancient books

Chocolate, the “food of the gods”, was the protagonist of the single most important lot of the Bolaffi auction dedicated to antique books focused on wine & food topics which took place in Milan last May 14th: it was Diaz del Castillo’s “Historia Verdadera de la Conquista de la Nueva Espana” (published in 1623), and went for 12.500 Euros. Then come “De gotta la preservazione e cura” by Giovanni Michele Savonarola (published in 1505, 3.750 Euros), a copy of C. Plinius Secundus’ “Historia Naturale” (Venice, 1534) and the “Tractatus de vinea, vindemia, et vino” by Prospero Rendella, published in 1629, which went for 3.250 Euros (info: www.bolaffi.it).



“Global Connections”

Next June 15th a tasting called “Global Connections”, created by “Wine Spectator”, will take place during Vinexpo, with the intent of demonstrating that the concept of “territory” is not the prerogative of only those countries that have made it their emblem, like France, Italy or Spain. The tasting will feature big names in winemaking the world over, who have all either invested in the USA from their birthplace, or vice versa. For Italy, the list includes Antinori, owner of Antica and Stag’s Leap in Napa Valley and Col Solare in Washington’s Columbia Valley, Zonin, with Barboursville in Virginia, Banfi, property of the Italo-American Mariani family, and Alejandro Bulgheroni, the Argentinian entrepreneur who owns Dievole in Chianti Classico and Poggio Landi and Podere Brizio in Montalcino.

Report

Iverna Holdings “saves” Heres

Heres, one of the most famous and important national distribution firms, sporting some of the most important Italian and French brands and a turnover of around 9 million Euros, has been on a rocky road of late, having entered the Italian equivalent of Chapter 11. But now, 25% of the firm has been acquired by Iverna Holdings, an investment firm that is already active in the winemaking world, since it owns Cantine Rallo in Sicily and Venturini Baldini in Emilia. Cesare Turini will still be CEO.



CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS



First Page

More good news for Prosecco in the UK

Should one need further proof of the irresistible success of Prosecco on the British market, the latest report from “Wine Intelligence” should suffice: 95% of those who choose the Italian sparkling, says the report, think that its price/quality ratio is either good or excellent, and only 1% judge it as poor. If one turns to Champagne, that number is 10%, and furthermore, the percentage of British consumers who think that the price/quality ratio of the French sparkling is either good or excellent is only 83%, a full 12 points lower than its Italian rival in the United Kingdom. These numbers, of course, are not enough to properly explain the phenomenon that Prosecco has undeniably become in the UK, but they do help in understanding why the country has become the fastest growing market for sparkling wine consumption among the 10 most important markets worldwide. Furthermore, 67% of British consumers consider Prosecco to be a high-quality wine, the same percentage given to rosé Champagne, but still 13 points short of the 81% that Champagne enjoys. Still, the runaway success of Prosecco is accompanied by an indubitably harder time for other sparklings - Asti first and foremost, followed by British sparklings and those of the “New World”, which are all on a negative curve. All fine and dandy, then? Not exactly, because, leaving aside the success of Prosecco for a moment (which, though, is still a great result for all Italian wine), the British market still has come to terms with its limitations, as Emma Shaw, Head of Commercial Operations of Oddbins, one of the country’s most important wine merchants, superbly summed up during the latest London Wine Fair, “The British market has been built on a race to the bottom, but it is a “toxic” approach. The idea of selling wines at deliberately high prices, in order to then put them on sale, means lying to the consumer, and attracting promiscuous customers, who will choose a label only for the discount. One should bet on the consumer’s loyalty, changing one’s communication style, because boring descriptions of silky tannins are really interesting to nobody”.

Focus

E-commerce & Italian vintners

The value of e-commerce transactions in Italy, according to a forecast by Netcomm E-commerce Forum, will reach 15 billion Euros in 2015, but wine & food products are still under-represented in this context. According to an analysis penned by Wine2Wine, Vitality’s B2B firm, out of 450 Italian vintners polled, a full 65% does not use e-commerce. The remaining 35% does, but uses its own website in only 51% of instances, while 22% uses specialized web platforms (such as Svinando, Wineverse, Tannico, Vinix, Winetowine and Winezon) and 27% uses both methods. The reasons? For 21%, this is due to a lack of know-how, 14% deem it in conflict with traditional sales channels, 13% say it is not interested and 7% find it difficult to manage payments and shipments. Still, 11% of the sample says it is almost ready to dip its toes in this universe, and after all, the numbers still depict e-commerce as marginal, since in 79% of cases, it is responsible for no more of 10% of total turnover. But hopes are high for online wine sales in Italy - 51% of vintners expect a 10% growth in sales due to this new channel, and 38.2% think that this positive effect will generate 10% to 50% growth in sales.



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



Wine & Food

The present and future of Sicilian winemaking for bank MPS

Sicily is the Italian Region with the highest number of vineyards, over 101.000 hectares out of the nation’s 642.000, but its output was no more than 5.8 million hectolitres in 2014. And, with only one DOCG, 23 DOC and 7 IGT, if one looks at national wine exports, it represents only 2% of the 5.11 billion Euros in value that the country can currently count on, compared to Veneto’s 31% and Piedmont’s 19%. The data comes from a study by the Research Area of Italian banking group MPS: the document also points out that in order to grow more, a shift towards quality is fundamental.

For the record

Wine and the stock exchange, a good pairing

Giordano Vini and Provinco’s Italian Wine Brands, listed since January, seems to be headed towards a rosy future. According to its Vice President, Simone Strocchi, “we

have received a lot of requests to join the project: 10 look promising, from Tuscany, Veneto and Lombardy”. The firm has a turnover of around 150 million Euros.

