



News



THE EXTRAORDINARY ITALIAN TASTE

“Extraordinary Italian Taste”

“The Extraordinary Italian Taste”, the logo created for exporting Italian wine & food products, aimed towards guaranteeing their collective quality, and to fight “Italian sounding” knockoffs around the world as well, was officially unveiled last Wednesday at the Milan Expo by the Ministry for Agriculture. The logo will be used in international trade fairs, for promotional initiatives in foreign mass retail outlets and in communication and promotional initiatives for television, all other mainstream media and social networks. The symbol aims to unify all “Made in Italy” products under a single and distinctive image, in order to communicate a common ideal.



SMS The “oomph” of Italian wine

It is often said that wine is the tip of the spear of “Made in Italy” food products, and this mantra of sorts often turns out to be true. Wine is not only the single most active factor on Italy’s balance of trade, at 5 billion Euros in 2014, but also Italy is also second only to France when it comes to wines and sparklings. According to Marco Fortis, Director of the Edison Foundation and Professor of Economics at Milan University, “The importance of wine and spirits in both regional and national exports is extraordinary. Wine is the most important exported item in 4 provinces (Cuneo, Trento, Asti and Siena), among the first 10 for 13 more and in no less than 7 regions - Veneto, Piedmont, Tuscany, Trentino Alto Adige, Sicily, Sardinia and Valle d’Aosta”. The comment was made during the Federvini annual convention.

Report

Moncaro, Pioneer & mini bonds

Finance and wine & food products are paired more and more often nowadays. Pioneer Investments, the management arm of the American Pioneer Fund, with 225 billion Euros at its disposal, has underwritten the mini bond issued by Cooperativa Vitivinicola Moncaro, one of the Marche region’s leading winemaking firms and the first small-sized one in the sector to use this financial instrument. The bond will be worth 5 million Euros, will last 5 years and have a yearly dividend of 6.375%.



CONSORZIO PROMOZIONE CARIGNANO DEL SULCIS



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The 2015-2016 wine CMO, by the numbers

The Ministry for Agriculture has recently decided Italy’s funds quota from the European Common Market Organization (CMO) initiative, with decree number 3280, and the grand total is 366.997.000 Euros. The lion’s share of the funds will go towards reorganization and conversion of vineyards (140 million), followed by promotional initiatives in non-EU countries (101.9) and generic investments (45). 20 million will go towards insurance policies for harvests, the same sum that will be allocated for the distillation of by-products, and 10 million will go towards green harvests. Sicily is the single region with the highest quota (for a total of 52.7 million Euros, 33.3 of which for reorganizing vineyards), followed by Veneto (33.5), Tuscany (27.6), Apulia (26.5), Emilia Romagna (24.2) and Piedmont, with 20.3. Abruzzi and Lombardy will also get more than 10 million Euros apiece, namely 11.4 and 11.1. Regarding one of the most important quotas, market-wise - promotional initiatives in non-EU countries - Veneto has received the biggest part (11.7 millions) of the 71.4 million Euros that Regional authorities manage directly, while a further 35.6 are managed at a national level. Then, following the ranking of the “richest” regions in this regard, come Sicily (8.8 million Euros), Tuscany (7.4), and Piedmont (7.1 million), followed by Emilia Romagna (6.7), Apulia (6.5 million), Lombardy (3.4 million Euros), Abruzzi (2.9) and Friuli Venezia Giulia (2.7). Then, a promotional budget between 1 and 2 million Euros for the Autonomous Province of Trento, Lazio, Sardinia, Campania, Marche and Umbria, followed by the Autonomous Province of Bolzano, with 914.015 Euros, Calabria, Molise, Basilicata and Liguria, and Valle d’Aosta closing the ranking with 137.021. Regarding the reorganization of vineyards, Veneto gets the most funds (15.3 million Euros), followed by Tuscany (14.9), Apulia (13.5) and Emilia Romagna (12.7), then Piedmont (9.3), Abruzzi (6 million), Lombardy (5.6), Sardinia (3.4), Marche (4.2), Friuli Venezia Giulia (3.9), Umbria (3.6) and Campania (3.5). Lazio got 2.5 million, and Valle d’Aosta, Calabria, Trento, Basilicata, Bolzano, Molise and Liguria did not get any funds.

Focus

Food and art, our real uniqueness

Renowned Italian art critic Vittorio Sgarbi believes, as he told WineNews, in narrating Italy through its “great beauties” - that is, food and art: “I’ve always believed that, and Oscar Farinetti understood it. He has selected the best of Italy in his trek through the country, and beauty pairs naturally with it, since art is intellectually higher than food, but the two can go hand in hand, as both represent unique expressions of our territories”. And he definitely had this thought in mind during his tenure as the curator of the art exhibition “The treasure of Italy”, commissioned by Eatly’s Farinetti for the Milan Expo. The exhibition boasts a stunning 350 pieces from the 14th to the 20th century, from all the Italian regions and authored by famous names and less-known talents. Together, the duo has inaugurated the exhibition last Friday. “This exhibition”, Sgarbi quipped, “is the Expo’s Louvre. It is such an important initiative for Italian culture”, while Farinetti commented that it is “a gift to Italians, a unique exhibition, given the number of masterpieces shown and the innovation of grouping them by Regions”, which in a sense, is Farinetti’s contribution to the Expo.



Wine & Food

Gambero Rosso, Masi Agricola to go public on AIM?

Following “Italian Wine Brands”, which entered AIM (the Italian stock exchange’s listing for small- and medium-sized firms) at the beginning of 2015, two more names might follow that example, according to rumours WineNews has anticipated. The first one, “Gambero Rosso” - arguably the most important publishing group dedicated to wine & food in Italy - is evaluating going public for 25% of the shares of Gambero Rosso Holding Spa, and the other is the renowned Amarone producer Masi Agricola, with control staying firmly in the hands of the Boscaini family.

For the record

The best vintners online for FleishmanHillard

According to the second edition of a survey conducted by strategic consultancy firm FleishmanHillard, and dedicated to ranking the best Italian vintners by their online presence, Frescobaldi is at the very top, followed by Zonin - which, compared to last year’s edition, overtook Masi Agricola, now at spot number three.

