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News



Campari to sell Serafino

The Campari Group has officially started the sale of its wine division. The Piedmont winery Enrico Serafino has been sold to Krause Holdings Inc., for 6.1 million Euros, and it includes the brand, 6 hectares with Nebbiolo, 4 with Arneis and 2 with Barbera, the winery itself and all the buildings. The operation is set to close by this month. According to rumours, Krause Holdings Inc. has previously tried acquiring Barolo Arione at Serralunga d'Alba by Castiglione Falletto's Gigi Rosso, which ended up as part of Giacomo Conterno winery. Campari still owns Tenute Sella & Mosca (Sardinia), Teruzzi & Puthod (San Gimignano), Riccadonna (Asti) and Mondoro, in the Prosecco denomination.



Napa Valley Auction

The 35th edition of the Napa Valley Auction, the charity event that has brought together quite a notable list of winemakers and collectors - not to mention John Legend - has raised 15.8 million Dollars for local non-profit associations dedicated to the health and education of kids and young adults, bringing the grand total of money raised in its history to 145 million bucks. The star was a triple lot composed of double bottles of all 35 vintages of Opus One, paired with a two-week trip to Europe's most prestigious vintners (including the Antinori estate at Bargino, in Chianti Classico). The lots went for a remarkable 800.000 Dollars each. John Legend, by himself, has managed to raise a further 850.000 Dollars with a dinner-concert for 30 lucky guests.

Report

Roadblock in Brussels

For once, it is Italy's turn to scold the EU, this time regarding the "hundreds of requests for the protection of a DOP or IGP denomination presented by Italian vintners, which are blocked in Brussels. A technical issue to be sure", as Massimo Fiorio, Vice President of the Agriculture Commission of the Italian house, commented, "but it is creating lots of problems". Fiorio has informed the Italian members of the EU parliament on the matter, as well as Italian minister for Agriculture Maurizio Martina.



First Page

"Vineyard Italy" holds its market value, says MPS

Italy's vineyards have shrunk from 792.000 to 642.000 hectares between 1999 and 2014, but at the same time, fine wines have solidified their identity and so the value of vineyards has gone up, to the point that even if land for agricultural uses has become cheaper and cheaper since 2004, vineyards - especially those in northern Italy - have at least held on to their value and gone up in more than a few of the most prestigious ones. This, in a nutshell, is what a recent study on the matter penned by Italian banking group Monte dei Paschi di Siena revealed. The study also states "there is an area in northern Italy, from Piedmont to Veneto, where vineyard value has held its ground. Those who have invested in vineyards in Barolo, the low Langhe region, Chambave in the Aosta Valley, around Lake Caldaro in Alto Adige, the Rotalian plain north of Trento, in the Brescia area, Valdobbiadene, near Treviso, in the low areas around the Piave river around San Donà and around the Euganean hills near Padua have made good deals. Tuscany is doing just fine. After ten years of sharp growth, values are still high, especially in the areas of Montalcino and Chianti Classico". If one goes south, the Roman Castles area, thanks to the local market, Sicily (particularly around Etna and Trapani), and Salento, in Apulia, are doing fine as well. Talking of numbers, the top-valued vineyards in Italy are in Barolo and the low Langhe around Alba, around 600.000 Euros per hectare (reaching 750.000 and, in rare cases, even a million), followed by the DOC area near Valdaro lake (Bolzano), around 500.000 euros, and the DOCG vineyards in the Prosecco di Valdobbiadene area, well over 400.000. Then comes Montalcino, over 350.000 euros per hectare, and the ones north of Trento, at 320.000. Some interesting data from the MPS study also comes from a general analysis of Italy: 341.000 hectares belong to DOC or DOCG denominations, 123.000 are IGTs and 177.600 are dedicated to "table" wine. 90 grape varieties account for 77% of total vineyards, and the top 15 account for 52% of all vineyards, with Sangiovese (53.000 hectares), Trebbiano (37.000) and Montepulciano (27.000) right at the top.

Focus

Wine exports going strong, but the future...

Veneto, Piedmont and Tuscany have exported the most wine in 2014, according to Wine Monitor-Nomisma, with 1.6 billion (5.2% growth over 2013), 984,8 million (1.6%) and 761.1 million Euros (1.9%) in value, while Italy has reached 5.1 billion Euros, 1.4% more year-over-year. Looking back at the last five years, exports value has shot up 45.6%, and all Regions have grown at least 10%. Which markets should be targeted next? "Old reliables" like the States, Germany and the UK should be held close, even though the latter two have dropped 8.1% and 4.5% in value in Q1 2015 over Q1 2014. Volumes-wise, the UK market is holding, with 292 million litres, but Germany has dropped 5.9%. If the quite ambitious goal of 10 billion Euros in value announced 14 months ago by Prime Minister Renzi is to be reached, there's a long and winding road ahead. One should maybe go back to the far, and once again promising, Chinese market. According to Euromonitor, China is poised to become the first global wine market by 2017, and it is now home to 38 million wine lovers, thrice the number it was in 2012: they've consumed 17 million hectolitres of wine in 2014.



Wine & Food

Gruppo Italiano Vini bets big on Prosecco Doc and Docg

Prosecco is having a field day on both domestic and foreign markets all over the world. It is no surprise, then, to see that big Italian players are ready to invest in it, like Gruppo Italiano Vini, which "following the successful distribution experience with Carpenè Malvolti" - the vintner from Conegliano set the expiration date for next August 31st - "and enriched by the successes of its own Prosecco Bolla and Lamberti, has decided to widen its portfolio, beginning with Bolla Valdobbiadene Prosecco Superiore DOCG, to celebrate the 10 years of its acquisition by American firm Brown-Forman".

For the record

A necropolis in a vineyard

The Etruscan necropolis of San Germano, one of the most important in the archaeological area of Vetulonia in Tuscany, has found new life thanks to Rocca di

Frassinello winery, which last May 30th combined the inauguration of its new building, designed by Renzo Piano, with an exhibition of relics from the Etruscan era.

