



News



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A great optimism for the USA from Vinexpo

Mel Dick, Vice President of Southern Wine and Spirits of America, the biggest importer and distributor of wine in the USA, had nothing but optimism regarding that market to show during a panel titled "Inside the Usa Wine Market", which took place during Bordeaux's Vinexpo trade fair: "The future of the wine market in the United States", he stated, "is going to be a rosy one: we are the first market in the world as it is, and we drink only 10 litres of wine a year per capita. Think what we could be if we drank as much as they do in France". The panel also saw the participation of David Trone of "Total Wine & More", Stephen Rust, President of "Diageo Chateau & Estate", Michael Mondavi of "Folio Fine Wine Partners", Annette Alvarez-Peters of "Costco" and Helen Mackey of "Ruth's Chris Steak Houses". Put together, the panelists represented a group of firms that generates 10 billion Euros of value in the States through wine. Quality is a prerequisite nowadays: the difference comes from the relationships that producers must be able to establish with the members of the productive chain first, and then with consumers. And that means being physically present on every market, investing in communication, leading tastings and so on. And this strategy pays off, as Helen Mackey told the audience: "when Piero Antinori came to visit, everybody was taking pictures with him, as if he were a rock star". Being able to offer products with a strong identity is key: an identity tied to a territory, to a style or to a family history (Folio used Frescobaldi as an example), all fundamental elements that everyone takes into account before they decide on a label. People are betting big on the "Millennials", the segment that is willing to spend the most on high-quality and distinctive products: that generation is characterized by "premiumisation" - that is, the raise of average prices in the USA - and the "magic price point" is currently between 10 and 20 Dollars a bottle, and going up. Finally, if the last few years have seen a boom of sparkling wines, Prosecco first of all, the next big thing could come from rosées. And Italy is the second largest producer of those at a global level...

Prosecco conquers France

The yearly match between Prosecco and Champagne regarding the number of bottles sold worldwide has seen the Italian sparkling prevail: 307 million bottles to 304. Moreover, its market share is growing even in France, to the detriment of Champagne, as Vinexpo also confirmed. This news is confirmed by Les Grands Chais de France, one of the top French distributors, which has chosen Villa Sandi, headed by Giancarlo Moretti Polegato, for the exclusive distribution of its Prosecco in France, serving over 90.000 restaurants. And even the great Maisons of Champagne, in order to widen their portfolio, are trying to get into similar deals with top Prosecco (and Cava) producers.

Focus

Bulgheroni doubles down on Tuscany

Argentinian entrepreneur Alejandro Bulgheroni (pictured right) has apparently just added another gem to his already remarkable collection of Tuscan wine estates, following Chianti Classico's Dievole and Montalcino's Poggio Landi. According to rumours WineNews heard at Vinexpo, Bulgheroni is about to close the deal on an unnamed property with 30 hectares of vineyards in one of the best zones in Bolgheri, worth 15 to 20 million Euros. The property is not a namesake already, and will have to be made one, which will be the task of Alberto Antonini, one of the world's most successful winemakers, especially in South America. If the deal were to go through, Bulgheroni would have almost 150 hectares, spread among the three most prestigious areas in Tuscany: 35 in Montalcino (25 in Poggio Landi and 9 at Podere Brizio), 80 in Chianti Classico and 30 in Bolgheri. Bulgheroni's passion for Italian wine, as he told WineNews, started with his passion for olive oil. He and his wife had originally come to Tuscany to search for hilly grounds, similar to those in Uruguay, to make some of his own olive oil: then, he promptly fell in love with Italian wine.



The Italian model

After the agreement with eBay and Alibaba to fight counterfeit products on the web and the recent creation of the ICQRF model, an unique form of protection for wine & food products, another tool comes for the safeguard of DOP and IGP Italian products: the Italian Minister for Agricultural Affairs has recently reached an agreement with mass retail stores to turn consumption up nationwide. Next, a focus on IGP for "made in Italy" exports, and the protection of DOPs abroad, together with Consortiums, to fight "Italian sounding" (worth over 60 million Euros), and the unified law on DOPs. Not to mention the unified brand of "made in Italy" products and the TTIP, for a sector worth 13.5 billion Euros, with 271 DOPs and IGPs for food and 523 for wine.



Report

LVMH & Biondi Santi

According to Italian weekly "Panorama", historical vintner Biondi Santi, where Brunello di Montalcino was originally created in the 1800s, might be in the sights of luxury goods juggernaut LVMH, led by Bernard Arnault and owner of Château d'Yquem, Château Cheval Blanc, Moët & Chandon, Dom Pérignon and Veuve Clicquot. "I am honoured by the interest of such a prestigious group", Jacopo Biondi Santi, at the helm of Tenuto Grippe, told WineNews, "but it's something I know nothing about".

Wine & Food

The digital divide of Italian wine & food producers

According to Infocamere data, as analyzed by "Registro.it", the register of Italian web domains of Pisa's national research center CNR, out of 1.203.465 Italian wine & food firms, only less than 90.000 own a web domain, and around 62.000 have a ".it" one. The results of the CNR report point out that the wine & food productive sector, which is one of the most important and the one that immediately identifies the best of Italy, does not have an adequate online presence: wine, though, is the most represented sector, with 14.68% of domains.

For the record

Two Italians in the world's greatest winemakers

British magazine Decanter has published a ranking of the world's greatest winemakers, as chosen by 133 of their colleagues, and there are two Italians, namely Alberto Antonini, in the top 5, and Atilio Pagli, among the top 15. The two began their career in South America, in 1995, and in Italy, in 1997, when the Matura group was born.

