



## News



### “Team Wine 500” on the road

“Team Wine 500”, the of Alexis de Lapeyriere and Lloyd Chopard Lallier, two students at Milan’s Bocconi University, has just gone on the road. The two will tour Italy’s wine territories in a 1970 Fiat 500, reporting their daily experiences on Twitter (@teamvino500), Facebook and so on. The tour will last 90 days, and will feature 60 vintners - like Giulia Negri (the duo’s first stop) and Castello di Verduno in Piedmont, Cleto Chiarli and Villa Tavernago in Emilia Romagna, Il Borro, Castello del Terriccio and Rocca di Montemassi in Tuscany, Principe Pallavinici in Lazio, Maso Grener and Caviti in Trentino, Viticoltori Ponte in Veneto, Emidio Pepe in Abruzzo and Rivera in Apulia.



### Cevico watches Asia

Some vintners dream about the Eastern markets, some are exploring them, looking forward to good numbers, and some others invest to consolidate their presence there - like the Cevico group. The behemoth from Emilia Romagna, led by Ruenza Santandrea, unites something like 5.000 winemaking families and 9 big cooperatives, for a total of 6.700 hectares of vineyards (80% for DOCs and IGTs) and a yearly output of 130.000 tons of grapes, and it recently opened another wine bar, the fifth under its “Tot i de” (“Every day”) brand in Xiamen, China, after those in Tokyo and Hiroshima, Japan, and two in Seoul, South Korea. According to Cevico, “the goal is to familiarize Chinese consumers with wine as a daily and informal product, and to get them acquainted with the culinary traditions of Emilia Romagna”.

## Report

### Masi enters the AIM index

Last Tuesday, Masi Agricola, the renowned producer of Amarone di Valpolicella, officially entered the Italian AIM stock exchange, dedicated to small and medium businesses. The price was 4.6 Euros per share and the Boscaini family will remain the absolute majority shareholder. According to Masi Agricola, “it is the biggest capital raise to ever take place on AIM”. Furthermore, as its President Sandro Boscaini remarked, “sinergy with finance is necessary for further growth”.



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## First Page

### 2015 wine exports data paints a complex picture

According to the latest “Wine by Numbers” report by the market observatory created by Unione Italiana Vini and “Corriere Vinicolo”, data regarding Italian wine exports for the first months of 2015 is not completely optimistic since volumes are going down as values go up - but still, Italy is doing better than average, at a global level, since both volumes and value are going down in that respect. Overall, global sales of bottled wine, excluding sparkling wines, in the first quarter of 2014 have gone down 2% in volume, to 711 million litres and 7% in value, to 3.5 billion Euros, compared to the first quarter of last year. Given this outlook, Italy has seen its shipments abroad going down 1.4%, to 275.6 million litres, in volume, but value going up 2.6%, reaching 899.2 million Euros, and with average prices going up 4.1%, to 3.26 Euros. Good news, on the other hand, comes from the first two most important markets, as far as bottled wines go: 62.8 million litres of Italian wine have gone towards the United States (8.3% growth), reaching 253.9 million Euros in value (up 14.1%), and 64.8 million litres have gone to Germany (up 1.3%), reaching 175.2 million Euros in value (up 3.5%). Bad news, instead, has come from the UK: volumes have gone down 9.9%, to 41.5 million litres, and value is down to 88.5 million Euros (5.9% drop). Looking at promising markets, Q1 2015 has been good for Italian wine in China, with volume going up 12.5%, to 4 million litres, and value up 20.3%, to 14.5 million Euros, while Russia has plummeted (down 54.4% in volume, to 2.7 million litres, and down 56.5% in value, to 5.8 million Euros). Sparkling wines, as usual, are playing in a league of their own, with exports going up 23.5% in volume, to 53.7 million litres, and 23.3% in value, to 189 million Dollars; growth is in the twin figures in the States and in the UK, with volume going up 70% (shooting over 14 million litres in both markets), and value up around 60% (to 52 million Euros in the US and 43 in the UK). “On tap”, on the other hand, is having quite a hard time, as exports are down 10.9% in volume, to 130 million litres, and 12.5% in value, to 92 million Euros, and average price per litre at 0.71 Euros.

## Focus

### Antinori buys Chianti Classico’s San Sano

Antinori has doubled down on its investments in the Chianti Classico area. The Tuscan firm has completed its acquisition of Castello di San Sano from the Alimenta Spa group, for an undisclosed sum (but since one hectare in the denomination is worth around 130 to 150.000 Euros, the total should hover around 15 million). The estate covers over 80 hectares of vineyards in Gaiole in Chianti, and is without a doubt an important investment that testifies the will of Antinori to put even deeper roots in Chianti Classico (where it recently moved its headquarters, in the wonderful branch in San Casciano Val di Pesa), raising its “Black Rooster” labeled output to 200 hectares, considering that it already owns Tignanello, Badia a Passignano and Peppoli. A building from the 1800s and a cellar are also included, but “we will not use it for winemaking for now”, Renzo Cotarella, CEO of Antinori, told WineNews, “at least before renovating it to our standards. We will use San Sano grapes for our Chianti Classico Villa Antinori, for now, but in the future, after proper analysis and studies, a new selection might be created” (pictured right, Piero Antinori with his daughters Allegra, Albiera and Alessia).



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## Wine & Food

### Italian vintners share a positive sentiment for 2015

85% of Italian winemakers, according to the “wine2wine” market observatory created by Vinality, are confident in a successful 2015, mainly because of great export performances in the first 4 months of the year. The data was presented by Veronafiere’s General Director, Giovanni Mantovani, this week, and 400 vintners from all over Italy were polled: 58.3% have seen their revenues going up thanks to foreign commerce, over 2014; 32% is stable and only 9.7% have seen it go down. Moreover, no less than 21.4% have seen it go up over 15%.

## For the record

### The first two months for the Expo wine pavilion

The “balance sheet” of the first two months of “Vino – A Taste of Italy”, the Expo’s wine pavilion, is out: 450.000 people visited it (20% from abroad, China in particular), and they

have tasted 1.360 different wines from over 750 vintners. It is the first pavilion in the history of world fairs expressly dedicated to wine, and a success story so far.

