



News



"Ornellaia Bianco" is born

Ornellaia is one of Italy's - and the world's - greatest reds. It is among the most highly prized wines at international auctions, and on the secondary market as well. And now, it is going to have a white sibling. "Ornellaia Bianco" will no doubt be a gem of a wine, made out of Sauvignon Blanc grapes and will be introduced on the market in November. The wine was created after scientific research on the land and a study that has taken 7 years. The first vintage will be 2013, and only 4.000 bottles will be made. The introduction of Ornellaia Bianco marks a further step to Ornellaia's independence from Masseto, even though the two are both owned by Tenute di Toscana.



SMS

"Amarone" in court

After years of tense relations, the litigation between the Consortium of Valpolicella, and the Famiglie dell'Amarone d'Arte has gone to court. The former, led by Christian Marchesini, has accused the initiative of the latter, led by Marilisa Allegrini, of registering the brand at the European level. "We've been asking the Famiglie to remove the term "Amarone" from their labels in Italy as well", Marchesini explained, "after asking for the Ministry of Agriculture's assessment. But, we never received an answer. We have nothing against them, but to define one Amarone as "d'arte" (i.e. "artistic") and another as simply Amarone, is something we cannot tolerate". "No comment on the matter", Allegrini said, "but I'd like to point out that we've been making Amarone since time immemorial".

Report

The value of food & beverages

The market for food & beverage products in Italy is worth 223 billion Euros. Domestic consumption, in both mass retail and small shops, accounts for 151 billion, and 72 from away from home consumption, 32% of the total. The data comes from the Trade Lab research, compiled for the latest edition of the "Host Milano" hospitality salon. The "Away from home" market, the third biggest in Europe, has held overall, especially among people 34 years old and under and in restaurants (33 billion Euros).



First Page

Italian wine worth more in Asia, North Europe

It's common knowledge that the United States, Germany and the United Kingdom are the single most important markets for Italian wine exports, both in volume and in value and for both still and sparkling wines. But, if one takes a closer look at the average prices per litre of Italian wines outside national borders, the "ranking", so to speak, changes dramatically. According to the WineNews analysis of data from "Wine by Numbers", by Unione Italiana Vini and Corriere Vinicolo, regarding the first quarter of 2015, Hong Kong is king of the hill for still wines at 9.04 Euros per litre, on average, followed by Singapore (7.53 Euros) and Switzerland (6.08). Then, in this peculiar "top 10", come South Korea, at 4.99 Euros, Norway (4.88), Canada (4.35), Denmark (4.21), USA (4.04), Sweden (3.89) and Finland, at 3.78 Euros. Asian and North European markets then dominate the ranking, which may be more marginal in terms of volume, but due to consumption focused more on higher-income classes and aficionados of their respective countries, allows higher profitability to those that can carve a niche for themselves there. Also above the average price, which hovers around 3.26 Euros per litre, are China (3.59), Japan (3.48) and Belgium (3.28 Euros per litre). The average price per litre in Germany, the second most important country volume-wise, is "only" 2.7 Euros, and the average price in the UK, the third country, is 2.13, which is the same as Russia that has the lowest average price together with the Czech Republic (2.1 Euros) and Spain (1.84). The best country for Italian sparklings, quite surprisingly, is the Netherlands, where a litre of Italian bubbles goes for 6.14 Euros, just above Hong Kong (6.12) and Singapore (5.31). Then come Switzerland, Canada and Belgium, where a litre of Italian sparkling wine is exported with an average price tag of 4.81 Euros per litre, followed by Japan (4.79), Norway (4.42), Spain, the land of Cava, at 4.05 Euros, and Ireland, 3.85. Austria (3.83 Euros), Sweden (3.77), Brazil (3.63), Denmark and South Korea (3.62), Germany (3.59) and the US (3.53) also are above the average price of 3.52 Euros per litre.

Focus

A dynamic, but fragmented sector

The domestic market crisis can only be fought through exports, and this goes for wine & food products as well. It has become a bit of a mantra, in recent times, but numbers and data confirm that this is the truth. Considering the period between 2007 and 2014, exports have grown 42% in the wine & food sector and only 10% in manufacturing. At the same time, surplus value has gone up 5% for the former, and down 12% for the latter. The data comes from a recent study by Nomisma, which was presented two days ago at the Cibus Pavilion at the Milan Expo. Overall, between 2007 and 2014 the exports of the wine & food industry have gone up 48%, and domestic consumption has grown 4%. The sector is indeed dynamic, but it suffers from fragmentation. Out of 58.000 firms, 87.1% are small sized, counting less than 9 employees; 12.7% has up to 249 and only 0.2% goes above that number. Profitability is an issue as well, since RoE rates have gone down from 7.1% in 2011 to 6.7% for big firms, and 4.4% to 3% for small-and medium-sized ones. Furthermore, between 2011 and 2013 the percentage of small firms whose balance sheets have been in the red has gone up from 38.5% to 41.7%.



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Wine & Food

Santa Margherita goes it alone in the States with "Sm Usa Inc"

Santa Margherita, the leading Italian producer of Pinot Grigio in the States, has decided to drop its partnership with importer Terlato in order to create its own company there. It will be called Sm Usa Inc and will be active starting next year, focusing exclusively on the US market. The news was reported first by "Shanken News Daily". Sales of Santa Margherita wines in the States have gone from 200.000 crates in 1994 to 700.000 in 2014, surpassing every other competitor by at least 100.000, for a turnover of over 225 million Euros in the States alone.

For the record

Allegrini doubles down in Montalcino

Allegrini, the prestigious winemaker of Amarone della Valpolicella, has acquired San Polo - one of Montalcino's highest profile vintners - lock, stock and barrel. Allegrini has

acquired the remaining 50% of the shares from Leonardo LoCascio, founder of WineBow. Rumours have it that the deal was worth around 7-8 million Euros.

