



## News



### Sassicaia 1985 & Krug 1915

A crate of 1928 Lafite (valued between 9 and 12.000 Dollars) and a 1982 one (20 to 30.000 Dollars), a 1947 Cheval Blanc magnum (28 to 40.000 Dollars) and two crates of the unbelievable 1985 Sassicaia (100/100 for Robert Parker and "Wine Spectator" magazine), with a potential price tag of 12 to 16.6000 Dollars each. These are only some of the top lots of the next wine auction by Sotheby's, which will take place in New York next Sept. 25th-26th. A quite unique experience is available as well - that is, the tasting of one of the last 4 bottles of Krug Private Cuvée 1915, led by Oliver Krug himself, right in the Maison's HQ in Reims: its starting price tag is 15.000 Dollars.



### How to invest in wine?

Passion, above all, should be the driving force behind an investment in wine. It is true that some fine wines can become investments from an economic point of view as well, but very few names, both Italian and foreign, can reliably augment their value over time. And there is an asset class, after all, called SWAG (acronym for Silver, Wine, Art and Gold), dedicated to stock investments. We are talking about wines that need to have some characteristics: longevity, a comparatively high scarcity, hopefully going further down with the years, and a secondary market, represented by auction houses, whose results are amplified by the media. And, one definitely needs economical capabilities, a certain affinity towards risk and some expertise. And finally, some luck wouldn't go amiss...

## Report

### Santa Sofia in Valpolicella

Italian winemaker Santa Sofia has doubled down on its investment in Valpolicella, one of the most important winemaking territories in Italy. The winemaker has recently decided to add a further 45 hectares of vineyards to its 24 in Valpolicella Classica, namely in the Municipality of Grezzana, near Briago, at roughly 400 meters above sea level. According to Luciano Begnoni, it is an expansion that "allowed us to fulfill the dream that me and my father Giancarlo had shared with our sister before he prematurely passed away".



## First Page

### "Wine, women and seduction"

The role of women in the world is ever more central, both in the cellars, where female winemakers have become staples of the international wine scene, and outside, with female consumers becoming more attentive and attracted to wine. And this is confirmed by the results of a recent survey titled "Wine, women and seduction", curated by Gabriele Micozzi, Professor of Marketing at the LUISS University of Milan, in cooperation with Live, the spin-off of the Polytechnic University of Marche, and commissioned by the Consorzio Vini Piacini. According to the survey, 84% of Italian women would like to deepen their knowledge of wine - the same percentage of those who prefer wines made from indigenous grape varieties - while 18% of the sample considers themselves to be aficionados, and 58% is very curious about wine. When they choose a label, they are influenced by territory first (22%), followed by word-of-mouth (16%) and by what they can read on the back label, to the point that they would like to see bottles with more information (36%) and more creativity in a label (24%). The most alluring Italian wine is Brunello di Montalcino, followed by Amarone and by the sparklings of Franciacorta, almost at the same level of those of Trentodoc. But women also have some suggestions to give to Italian winemakers: first of all, create more fun events to spread the knowledge of wine (14%), followed by a greater attention to receiving visitors in a cellar (13%), betting on wines with a lower alcoholic content (13%) and on organic, vegan and biodynamic products (11%). The perception regarding the greatest influencers for Italian women is just as interesting, since according to the sample, those that seduce through narrating wine are, respectively, a grower telling stories about his vineyard (22%), a winemaker doing the same (20%), a chef that pairs a wine to a dish (15%), a wine journalist (13%), and a sommelier that explains what is behind a label (12%). Finally, a man that does not drink wine is seen as boring or not very interesting for 61% of the sample, while one that does, and knows about it, is seen as rich in culture and tradition (32%), interesting (26%) and fun (24%).

## Focus

### The blue chips of international wine

30.000 Euros a year can be a good starting point to invest in worthwhile bottles to try and achieve a satisfying investment. The base unit is the 6-bottle crate, with each going for 250 to 300 Euros. There are few "surefire" brands, according to the results of international auctions and to our regular monitoring of platforms like the Liv-Ex. If France is the subject, one can look to Château Lafite, Latour, Margaux, Mouton Rothschild, Haut-Brion, Cheval Blanc, Petrus, Angelus, Pin and Yquem, but Burgundy is on the rise, with cult names like Romanée-Conti (Romanée-Conti, La Tâche, Richebourg) and Armand Rousseau (Chambertin Clos de Bèze), together with some top-level labels of Champagne like Moët & Chandon (Dom Perignon), Krug and Bollinger. Going over the rest of the world, one can go for California, with Mondavi's Opus One, Australia, with Penfold's Grange, or the Spanish Unico by Vega Sicilia. And when it comes to Italy, one cannot overlook names like Ornellaia, Masseto, Sassicaia, Tignanello, Solaia, and the top labels of Bruno Giacosa, Giacomo Conterno, Gaja, Sandrone, Le Macchiole, Tua Rita, Biondi Santi, Soldera (Case Basse) and Quintarelli.



## Wine & Food

### Love for wine knows no boundaries

According to a recent research by IFOP and commissioned by luxury hotels chain Sofitel, wine is the darling of all at a global level, since the Chinese apparently love wine more than the French themselves (89% vs. 78%), but wine is popular with 70% of the population of almost all countries in the world. Same thing for pairing, since 64% of the sample chooses a wine according to what they're eating, and no less than 49% of wine lovers associate wine with the concept of pleasure. When asked to name one country that is synonymous with wine, the answer was overwhelmingly the same: France.

## For the record

### Montalcino tributes Ermanno Olmi

Next Sept. 6th, renowned Italian filmmaker and director Ermanno Olmi will receive the "City of Montalcino prize for the history of growers culture" during the 16th

edition of the event. During his long career, Olmi has always been very attentive to the themes of landscapes, agriculture and the relationship between men and land.

