



News



Trentodoc growing rapidly

The sparkling "pyramid" of Trentino Alto Adige is worth no less than 100 million Euros, and its productive output has gone over 11 million bottles per year. At the top, both quality and quantity-wise, are the mountain "bubbles" of Trentodoc: 8.5 million bottles were produced in 2014. But, there are ample margins for further growth in the future, in order to reach 15 million bottles. The market seems to concur with this opinion, since between 2012 and 2014 sales have gone up 6% on average, reaching 7 million bottles and 70 million Euros, and average prices, thanks to exports (since 20% of all sales goes abroad), are steadily going upwards as well.



SMS

Stop to Italian sounding

Last Sept. 19th, "The Extraordinary Italian Taste" - the unique trademark of "Made in Italy" wine & food products abroad - was presented in New York, and ICE has signed a promotional deal with TV channel Food Network and with Hearst, the biggest publisher of magazines in the world. This week Vice Minister for Economic Development Carlo Calenda, during his presentation of the promotional campaign for 100% "Made in Italy" products in the U.S., Canada and Mexico, has stated "there wasn't enough money before, but this year we'll invest 60 million Euros, an eleven-fold increase", for mass retail, a Christmas event in Times Square and a video by Silvio Muccino. "Italian sounding" products, the Consortium of Prosecco DOC stated, costs our country no less than 60 billion Euros.

Report

Wine as cultural heritage

A new law proposal aims to include wine and its territories in the "Italian cultural, gastronomic and landscape heritage, and as such to be protected by the State", as article 1 of the law, proposed by MPs Luca Sani and Massimo Florio - President and Vice President of the Agriculture Commission of the House of the Italian Parliament, respectively - reads. Article 2, furthermore, aims to include wine history and wine culture in public schools' curricula, starting next year.



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First Page

Chianti Classico rules the "Enthusiast 100" ranking

According to "The Enthusiast 100" ranking of the renowned American magazine Wine Enthusiast, the best wine in the world this year is Chianti Classico Gran Selezione - namely, Il Grigio 2011 San Felice - standing at the head of a very solid Italian delegation, so to speak (17 wines on the ranking are Italian, 20 are American and 18 are French). The ranking, the magazine wrote, has been compiled after tasting over 19.800 wines, "selected for their high quality/price ratio, their market availability and an "x-factor" that cannot be defined exactly" (average score 93.84 and average price 38.55 U.S. Dollars). The second Italian wine on the ranking, at spot number 10, is Borgonero 2011 Borgo Scopeto, followed by Lugana Riserva Vigne di Catullo 2012 Tenuta Rovaglia, at number 17, and by Chianti Rufina 2013 Selvapiana, at 23. Barolo Lazzairasco 2011 Guido Porro is at 31, Brunello di Montalcino Varco 2010 Molino di Sant'Antimo is at 37 and the Sicilian Faro Doc Quattroenne 2012 Le Casematte is at spot number 41. Santa Cecilia 2011 Planeta is at 54, Valdobbiadene Prosecco Superiore Vigneto della Riva di San Fioriano Brut 2014 Nino Franco is at 57, and Barbaresco 2012 Sottimano is at 60. Spot number 64 goes to Soave Classico Calvarino 2012 Pieropan, and 68 to Barolo Cannubi 2011 Damilano, followed by Brunello di Montalcino 2010 Ridolfi, at 72, by Amarone della Valpolicella Classico Gaso 2009 San Rustico at number 78, by Fiano di Avellino Ventidue 2013 Villa Raiano at 81, Etna Bianco 2013 Tenuta delle Terre Nere, at spot number 84, and by Carema Etichetta Bianca 2010 Ferrando. "2015 has been an exceptional year for Italian wines on Wine Enthusiast", Kerin O' Keefe, Italian editor for the magazine, commented to WineNews, "for the first time ever an Italian wine got the top spot on the "Top 100 Best Buys" (Sella e Mosca Terre Rare Carignano Riserva 2010) and the second spot on the "Top Cellar Selections" (Il Marroneto Brunello Madonna delle Grazie 2010) and now, the top spot on the "Enthusiast 100". I am happy and proud of the fact that Italian wines have shown their class, value and excellence".

Focus

Prices up for Italian denomination wines

According to a WineNews survey on average prices at the start of the productive chain, based on ISMEA data, most DOP wines are going up 8% on average, while common wines have gone down 15%, and IGP wines have gone down 8%. Brunello di Montalcino, at 882 Euros per 100 kilograms (14.9% up year-over-year), followed by Amarone della Valpolicella at 875 (down 2.8%) and by Barolo at 742 (up 5.4%). Then come Nobile di Montepulciano (395.5 Euros, up 24.5%), Barbaresco (346.4 Euros, up 20.1%), Alto Adige Lagrein (340 Euros), Valpolicella Classico (250 Euros, up 2.7%), Valpolicella (239 Euros, up 3.9%), Chianti Classico (236.75 Euros, up 36.9%), and Nebbiolo d'Alba at 215.5 Euros (up 17.8%). Alto Adige rules the white wines section with Traminer Aromatico (450 Euros, stable), Pinot Grigio (266.25 Euros, up 7.7%), Terlan Pinot Bianco (216.67 Euros, up 9%), Pinot Bianco (261 Euros), and Chardonnay (258.35 Euros, up 11.1%), followed by Cortese di Gavi (227.14 Euros, up 40.3%), Conegliano Valdobbiadene Prosecco (219.69 Euros, up 7.3%), Trentino Pinot Grigio (180 Euros), Trento and Trentino Pinot (167.5 Euros, up 1.5%), and finally Prosecco, at 163 Euros (up 41.2%).



Chianti
THE WINE

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Wine & Food

99% of 2014-2015 CMO funds "have been spent"

"We've managed to use European funds in the best way possible to make our wine sector ever more competitive, since it is worth over 14 billion Euros for our country", Minister for Agriculture Martina recently stated commenting the end of the 2014-2015 campaign for wine CMO funds, which "has seen 336.68 million Euros spent for the 2014-2018 timeframe, with a completion rate of over 99%". 256 of those have been used for restructuring and converting vineyards and for promotion in non-EU countries (164 for the former and 95 for the latter).

For the record

An Observatory on Prosecco

Prosecco is the darling of many a wine lover in places like the UK, the U.S. and Germany, but it is also very well known and appreciated in Italy, since 92% of wine drinking Italians

also drink Prosecco. The data is from an SVG survey and also marks the first step in the life of the Observatory on Prosecco, created by its Consortium.

