



News



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“Italy, believe in yourself!” says Jancis Robinson

“Forget about France, believe more in Italian wine; it has many resources and the world loves it. Travel more to different markets and do it better, with more unity and in a more organized fashion to tell the tale of your work and of your products. Take nothing for granted, but always be prepared to negotiate, in the right way, with whoever you will face each time”. Thus spoke Jancis Robinson, one of the world’s most influential wine writers, collaborator on the “Financial Times” and with no less than 40 years of experience in the field as well as author of many important books (such as “The Oxford Companion of Wine” and “The World Atlas of Wine”, with Hugh Johnson). She participated in the 2015 edition of the wine2wine business forum, which took place this week in Verona, thanks to Business Strategies, one of the most important consultancy firms on internationalization in the sector, led by Silvana Ballotta, at a debate moderated by Italian TV journalist Anna Scafuri. “Italy has grown a lot in quality”, she went on to say, “that has never been higher, and its moment is now, because it has the very best of what the world demands - indigenous grape varieties and wines with an identity, many unique territories (Sicily is among my favourites) - but it needs to showcase itself better, even on markets that many might consider as stable, like the UK, since there is a lot of work to be done on education. And many more tastings must be organized; this variety and quality must be shown better, which has not happened so far. More organization is needed regarding promotion as well. I get invites to events and press tours at the end of the year, a few days before the events start, as if one found out that there is money that must be spent at the very last minute. This makes no sense, other countries do this better, and in a more strategic way”. This, of course, applies to the great and composite market of China as well. Both a suggestion and a critique, then, that Robinson directed to both private firms and institutions alike. But overall, Italian wine must first and foremost stop always comparing itself to others, and believe in itself more.

Genetic research for Gaja

“Let’s stop treating genetic research as a taboo, it will be a saving grace for Italian Wine. Cisgenensis (the transferral of genes from plants of the same species) can give a future to great Italian wines”. This is the opinion of Angelo Gaja, as articulated in a recent interview on the Italian daily “La Repubblica”. According to one of Italy’s most influential winemakers, without scientific research, Italian wine could be in dire straits in the future. “If researchers are not allowed to use new genetic techniques, our vineyards will have no future, since the hot weather and parasites are putting them under siege. In the face of enemies such as late blight, one cannot simply sit still and wait”.

Focus

Italian fine wines on the rise

According to Liv-Ex, Italy is now the second most important wine region in the world on the secondary market when it comes to investing in fine wines, right after Bordeaux and ahead of Burgundy. Its market share has reached 7.1% this year compared to a mere 0.9% in 2010. Value has gone up 34% in the last year and 80% of all trades were on vintages going from 2009 to 2012. Furthermore, the “Italy 100” index, which collects the last 5 vintages of many of Italy’s most prestigious wines, has gone up 22.4% in the last 5 years, with Masseto being a superstar in that regard, at 56% growth, followed by Tignanello (up 40.2%). This year, though, Sassicaia has done like no other, with 21.4% market share in value and 18.4% share in volume, followed by Masseto (7.3% in value and 2.9% in volume) and Ornellaia (3.9% and 4%, respectively). Then come Tignanello (3.5% and 7.1%), followed by the second wine of Tenuta San Guido, Guidalberto (3.3% and 11.3%), by Argiano’s Brunello di Montalcino (2.7% and 12.7%), Solaia (2.4% and 1.5%), Vigna d’Alceo Castello dei Rampolla (2.4% and 2.3%), Galatrona Tenuta di Petrolo (2.4% and 3.6%), and finally by Sori San Lorenzo Gaja (2.3% and 0.5%).



Wine CMO at risk?

“Should the European financial measures for wine not be renewed after 2020 - that is, if wine is not going to have its own sector in the European CMO funds, but will instead be lumped together with all other food products - our country runs the risk of losing 700 million Euros every year to be used as investments, and that is crucial for the entire sector of “Made in Italy” products”. Domenico Zonin, President of Unione Italiana Vini sounded the alarm on the matter that WineNews had anticipated. Furthermore, the danger is twofold, Zonin added, “it is of a financial nature, as general resources for the Common Agricultural Policy will go down in an Union made of 28 countries, and political, as we run the risk of losing laws expressly dedicated to wine, which are still in the current CMO”.

Report

What the future brings

According to Pedro Ballesteros Torres MW, “we must understand that viticulture today is simply not sustainable. We must shift our focus from the quality of the product to the quality of the environment, with a new role for the winemaker”. Furthermore, “sooner or later we’ll have to abandon wines aged in wood”, and “denominations will be important, but only as indications of a wine’s origin”, Torres said during the 2015 edition of the wine2wine business forum that took place in Verona.

Wine & Food

“Instant, Trust, Fusion, Transparency, Mini and Custom”

According to Wine Intelligence, the future trends that will dominate the world of consumption, and therefore world markets, are identifiable with these words: “instant”, since we want it all and now; “trust”, since it is fundamental for any consumer; “fusion”, the capacity of joining ideas that might seem distant, but that together, work; “transparency”, as the consumer wants real and verifiable stories; “mini”, since small firms have a better public image, and “custom”, since everyone wants something tailored to his or her needs and demands.

For the record

New dates, location for “Terra Madre”

“Terra Madre Taste Salon”, the main event of Slow Food, will turn 20 next year, and will no longer take place at the Lingotto Fair Centre. It will instead take place next Sept.

22nd-26th, in some of Turin’s most beautiful landscapes, like Parco del Valentino, Palazzo Reale, Teatro Carignano, Circolo dei Lettori and Reggia di Venaria.

