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## News



### Italian "jackpot" on Vivino

In 2015 users of Vivino, the biggest global community of wine lovers, have written more than 17 million reviews on more than 2 million different wines, and Italy has been one of their darlings, according to the community's "Top 50 Red Wines of 2015" ranking. Masseto 2005 Tenuta dell'Ornellaia is at the very top, followed by Château Pétrus 2009 and Sassicaia 1985 Tenuta San Guido. In the "Top 50 White Wines of 2015" ranking, instead, Gaia & Rey Gaja holds both second and third places with vintages 2006 and 2011. Finally, on the "Top 50 Sparkling Wines of 2015" Champagne rules, and there is only one Italian, Vittorio Moretti 2004 Bellavista, at spot number 21.



### A bitter aftertaste

Every year, the new edition of the Michelin restaurants guide is feverishly awaited: many hope for a great result, and every year the final results leave a bitter aftertaste in many mouths. The number of "starred" restaurants in Italy is going up, as are also the "two-starred" and "three-starred" (albeit at a much slower pace), but what counts is that the picture the French guide paints of the landscape of Italian top-tier catering misses quite a few excellent venues. It might be because its canons are quite rigid, and might not perceive the many different expressions of what is rightly considered the most important cuisine in the world, strengthened by the richness of raw materials that no other country can boast. We say this not because of a misguided sense of patriotism, but because it is a matter of fact.

## Report

### "Sauvignon Connection"

The latest judicial inquiry in the Italian wine world, named "Sauvignon Connection" by the DA's office in Udine, hinges on the possible adulteration of wines by some producers. According to the first results of the scientific analysis led by the Centre for Oenological Research in Asti, though, the samples seem to be kosher. The chemical analyses, which are on going at the Mach Foundation in San Michele all'Adige, will be disclosed next Dec. 15th during the preliminary judicial hearing.



## First Page

### Italians and wine, a changing relationship

Back in 2005, 59% of all Italians drank wine at home. Today, that percentage is close to 65% and will go up at least 3% more by 2018, according to the Wine Monitor - Nomisma survey presented during the launch of Wine Observatory, a joint project of Unione Italiana Vini, ISMEA and SDA Bocconi. Back in 1993, the survey said, 4 million Italians out of 29.5 million drank more than half a litre per day. In 2013, that number shrank to 1.3 million, and nowadays only 20% of wine consumers drink wine every day (32% in their homes). Furthermore, 45% of home consumers drink at least one bottle per week, and during meals in 72% of instances. Per capita consumption now hovers around 35 litres per year, and 27 million consumers (80% of Italians over 18 years old). Mass retail, quite unsurprisingly, is responsible for no less than 64% of all sales in volume, while on-trade channels such as hotels, restaurants and public venues get the remaining 35% - but over 50% of all sales in value. Year-over-year, mass retail has gone down 3.9% in volume and up 0.9% in value in the first quarter of 2015, and Italy overall has gone down 2.3% in volume but up 1.2% in value. Ten years ago, wine represented no less than 61% of consumption of all alcoholic beverages in Italy, compared to 35% of beer. Today, the former figure is closer to 56% and the latter is 39%. Wine, after all, means tradition for 30% of all Italians, and conviviality for 25%, but also special occasions for 12% of the sample surveyed. These are all signs that more and more Italians don't consider wine an everyday drink. Beer, on the other hand, means fun for 24% of the sample, followed by relaxation (19%), conviviality (15%) and partying (15%). Wine, therefore, is perceived as a complex thing to approach, and that becomes even clearer if one considers the generational viewpoint, since millennials think of wine as tradition and conviviality, but also as formal and boring (13%, while only 2% of baby boomers see it that way). Overall, then, wine is still firmly the leader of all alcoholic beverages in Italy, but has to keep looking forward attentively, without resting on its historic laurels.

## Focus

### Italy and the 2016 Michelin guide

336 Italian restaurants have received one or more Michelin "stars" in the 2016 edition of the renowned restaurant guide, two more than last year. All the biggest names have been confirmed, starting with the 8 "three-starred" restaurants, namely: "Reale" in Castel di Sangro (L'Aquila), "Piazza Duomo" in Alba (Cuneo), "L'Osteria Francese" in Modena, "Dal Pescatore" in Canneto sull'Oglio (Mantova), "Le Calandre" in Rubano (Padova), "Enoteca Pinchiorri" in Florence, "La Pergola" of the Rome Cavalieri Hilton hotel in Rome and "Da Vittorio" in Brusaporto (Bergamo). The new entries, just like last year as well, are in the "two-starred" section, with Peter Girtler of the Gourmetstube Einhorn in Mules, Trentino Alto Adige, and Giancarlo Perbellini of Casa Perbellini, in Verona, fresh in (pictured right). Davide Scabin's Combalzero in Rivoli, meanwhile, lost one star instead of getting all three, more than a tad surprisingly. The guide, curated by Sergio Lovrinovich, was presented this Thursday in Milan, and there are now 288 "one-starred" restaurants, three more than 2015 and 26 new ones all over the country. The full list is available on [www.winenews.it](http://www.winenews.it).



## Wine & Food

### Italian wine & food leads the way for national reprise

"Zero-point-something" figures are what many Italians are used to hearing by now, especially when one speaks of economic growth. There is one sector, though, in the generally gloomy situation that is definitely more than holding its own on international markets: "Made in Italy" wine & food products. Exports have gone up no less than 6.2% in the first 8 months of 2015 compared to 2014. How? "Creating a new Italian style" and uniting "quality, craftsmanship, beauty and brand", says the latest CENSIS report.

## For the record

### Protecting Italian food in the U.S.

The Italian government's recent plan to promote and safeguard Italian wine & food products in the U.S. has been financed with 50 million Euros, and includes deals with more than 1.000 mass retail stores, coordination with major events (Cibus, Tutto Food and Vinitaly) and a promotional campaign aimed at American consumers.

