



News



Moretti to head Franciacorta

An era is over in Franciacorta. After 7 years, Maurizio Zanella, at the helm of Ca' del Bosco and head of the Consortium since 2009, is no longer President. His successor is another first-tier player in the success of the "metodo classico" from Lombardy - namely, Vittorio Moretti, at the helm of the Terra Moretti Group, founder of Bellavista in 1977 and of Contadi Castaldi in 1987, which are two of the top Franciacorta producers, not to mention his contribution to wine tourism with Albereta resort. Under Zanella, as he pointed out in his last speech as president, Franciacorta experienced a true explosion, and Moretti will no doubt follow the same path.



Wine and the Government

The House of the Italian Parliament held a meeting regarding what's next for this government and Italian wine and, according to Minister for Agriculture Martina, "2016 is going to be more intense than 2015, even without the Expo. The unified law on wine must be the cornerstone of our political strategy, and of our drive to make wine a Cultural Heritage of our country. Wine is strategic for the reprise of the country". The unified law on wine, which will unify and standardize decades of different laws regarding winemaking in all its forms, is felt to be a very pressing necessity by Italian vintners, and rightly so. "Politics", oenologist Riccardo Cotarella remarked, "has understood the importance of wine".

Report

Amarone in court

The Business Court of Venice has recently decided to postpone its final decision until next February 3rd, regarding a quite thorny business: namely, the registration of the brand "Amarone" at the European level. The proceeding sees, on one side, the Consortium of Valpolicella, and on the other, the 12 winemakers of the "Famiglie dell'Amarone" ("Families of Amarone") private association, and the date will no doubt be an important one to remember for the future of the Venetian wine.



First Page

Wine and Italy's mass retail stores, in figures

Mass retail chains account for over 65% of all wine sales in Italy in volume, according to the latest data coming from Unione Italiana Vini's recently created Observatory on Wine. Still, it is a very complicated relationship, and one that has changed a great deal over the last few years, and even more changes are foreseen in the years to come. In the medium term, both volumes and shelf space have gone down, but value has gone up, thanks to a noticeable growth in average prices, and business more and more consolidating and concentrating on both few chains and few kinds of product being sold. According to data coming from IRI, the first 10 months of 2015 have seen wine sales in Italian mass retail stores go up 1.3% in value, 0.6% in volume and 0.7% for bottled wines, year-over-year. In 2014, the top six Italian mass retail chains accounted for no less than 72.9% of the total turnover of wine sales: Coop was at the top of the pack (18.1% of the total), followed by Esselunga (17.1%), Conad (13.2%), Selex (9.4%), Auchan (8.4%) and Carrefour (6.7%). The top 20 kinds of wine sold accounted for over 31% of all sales in volume and 37% in value, but both figures went down slightly in 2014 compared to 2012 - which, in turn, means that the mass retail chains' drive towards diversification and more typical products, oftentimes coming from smaller producers, is having a noticeable effect. Overall, from 2009 to 2014 average value has gone from less than 2.5 Euros per litre to almost 3.5 Euros, and turnover has gone up 6.4% (up 90 million Euros, to a total of 1.4 billion), but volumes have gone down 12.3% (in other words, more than 700.000 hectolitres of wines disappeared from the shelves of mass retail during these five years). Given this context, then, the future of wine in mass retail stores "is inherently tied to the future of mass retail chains in general", Pietro Rocchelli, at the helm of wine & food consultancy firm Maurizio Rocchelli, told WineNews, "and one needs to see this sales channel as a continually evolving experience, and one that will increasingly be contaminated by areas that are just its neighbours now - like catering, well-ness, services, leisure, information and so on".

Focus

Italy and IWR's "Top 100 Wines 2015"

Italy has lots of wines on this year's International Wine Report's "Top 100 Wines" ranking. Brunello di Montalcino La Cervaia 2010 Salvioni is at the top and Barolo Le Vigne 2011 Luciano Sandrone at 3, followed by Brunello 2010 Biondi-Santi (6), Valpolicella Superiore 2009 Dal Forno (11), Passopisciaro 2012 (14), Brunello Tenuta Nuova 2010 Casanova di Neri (15), Brunello 2010 Poggio di Sotto (19), Etna Prephyloxera 2013 Tenuta delle Terre Nere (21), Munjebel Chiusa Spagnola Frank Cornelissen (22), Tenuta di Trinoro 2012 Tenuta di Trinoro (23), Barolo Rocche di Castiglione 2011 Oddero (27), Ornellaia 2012 Tenuta dell'Ornellaia (31), Barolo San Rocco 2011 Azelia (35), Barolo Rocche dell'Annunziata 2011 Corino (46), Brunello 2010 Lisini (47), Habemus 2012 San Giovenale (54), Barolo Vigna Rionda 2011 Pira (58), Barolo Conca 2011 Ratti (60), Merlot 2011 Dominin Meroi (65), Guado al Tasso 2011 Antinori (72), Solengo 2012 Argiano (79), Flors di Uis 2012 Vie di Romans (82), Volpola 2012 Podere Sapaio (85), Indaco 2011 Tenuta dei Sette Cieli (88), Sito Moresco 2013 Gaja (91), Pigato 2012 Albium Poggio dei Gorleri (92) and Ribolla Gialla 2014 Ronchi di Cialla (98).



Wine & Food

Italy loses ground in Liv-ex's "Power 100" ranking

This year's "Power 100" ranking of the top brands of wine worldwide, compiled by Liv-ex and The Drinks Business, has very little good news in store for Italy, after a great 2014. Sassicaia has dropped to spot 27, from 6, followed by Tignanello, going up to number 45 from last year's 89. Masseto is still at 50, followed by Gaja (54, down from 17) and Ornellaia (at 62, down from 39). Solaia drops from 76 to 86, followed at number 87 by Petrolu, the new entry of the pack and the last of the Italian wine brands on the ranking.

For the record

"Sauvignon Connection", round two

After the microbiological analyses turning up negative, the chemical ones, conducted by the Mach Foundation, also turned up negative for the wines under the judicial

inquiry christened "Sauvignon Connection" by the DA of Udine. Still, the DA's office appears undeterred, mentioning "other objective elements".

