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## News



### Generali and Amarone

Genagricola, the largest wine & food firm in Italy (with 2.400 hectares, 760 of those being vineyards), owned by the Generali insurance group, whose oenologist is Riccardo Cotarella (and whose CEO is Alessandro Marchionne, pictured above), has reached Valpolicella, one of Italy's most prestigious wine territories, with its acquisition of 35 hectares of land, 18 of those being vineyards, in order to "strengthen its premium red wines portfolio with Amarone, Ripasso and Valpolicella joining the wines of Monferrato's Bracco dei Guazzi estate". No figures were given, but a hectare of vineyards in Valpolicella is considered to be worth around 400.000 Euros.



### A year in review

Italian Minister of Agriculture Maurizio Martina recently spoke to WineNews regarding the year that is just about to end, and many goals have been reached, like the Milan Expo or the 800 million Euros for agriculture in the latest round of financial measures of the government - furthermore, even more goals are in store for the world of wine in 2016. "The objective, after the Expo", Minister Martina said, "is to build goals that can last for a long time: 2015 has been a very good year for agriculture, winemaking included, since the unified law for wine is very close to becoming real, and another one to recognize its role as cultural heritage is almost done as well. Furthermore, we have revised tax rates for agricultural revenues, and put facilities back on the label too".

## Report

### Italian sparklings in 2015

According to the latest data coming from the Observatory of Wine, 519 million bottles of sparkling wines have been produced, a 10% growth over 2014, and internal consumption is on the rise. Global exports, led by Prosecco (with a 29% growth), have grown 13% year-over-year, compared to a global growth that hovers around 4.1%. "Exports", Domenico Zonin, President of UIV, said, "are focusing more on quality sparklings, with a 16.4% growth for DOP wines and 57.5% for IGP wines in value".



## First Page

### 2015 Italian wine exports reach 5.4 billion Euros

2015 is all but over, and a new record is at hand for Italian wine exports: according to the latest estimates by Wine Monitor, the wine-focused branch of Italian consultancy firm Nomisma (www.nomisma.it), overall yearly growth should hover around 6% or so, for an overall value of exports of 5.4 billion Euros, 0.3 billion more year-over-year, also thanks to the exchange rates between the Euro, the English Pound and the U.S. Dollar, which have surely helped Italian wine in those two vital markets. Regarding quantity, on the other hand, the 2015 data is a bit lower than its counterpart of 2014, due - among other things - to lower availability of products, reaching just a tad over 20 million hectoliters. Regarding sparkling wines, Prosecco's golden age is still going very strong, with new records in both North American markets (Canada and the United States), in the UK, in Switzerland and in Scandinavia (particularly regarding Sweden and Norway). On the other hand, 2015 will definitely not be remembered as one of the best years ever for exports of Asti. Overall, the single weakest market at the moment is still Russia, since the 6% drop in imports value of 2014 has compounded into a 30% drop in 2015, and that has definitely hit Italian wines as well. Furthermore, both gas and oil prices have hit record lows, and since 20% of Russian GDP hinges on the exports of energy commodities such as those, the chances of a rapid recovery appear to be slim indeed for Russia. China, in a sense, has done exactly the opposite, since the country has imported roughly 1.8 billion Euros' worth of wine, a growth of over 50% compared to 2014, making it the fourth largest market in the world for wine imports in value, after the United States, the UK and Germany (last year, China was the sixth largest, behind Canada and Japan as well). Still, Italy doesn't seem to be completely seizing the moment regarding this Chinese reprise, since national exports there have grown a mere 15% compared to its direct competitors - namely France, Chile and Australia - whose growth rates in China in 2015 are between 60% and 120%.

## Focus

### Italy and WS' "Top 100 Values" ranking

According to the "Top 100 Values" ranking of U.S. magazine Wine Spectator, price/quality ratio is still one of the strong features of Italian wine, since no less than 17 Italian wines are in the ranking, dedicated to wines that have scored at least 88/100 points and that are priced under 20 Dollars. Soave Classico 2013 Leonildo Pieropan, Pinot Grigio 2014 Attems, Basilicata Bianco Villa dei Pini 2013 D'Angelo, Cirò Bianco Res Dei 2013 Vincenzo Ippolito, Soave Classico 2013 Monte Tondo and Friulano Friuli Colli Orientali Ronchi di Pietro 2013 Ronchi San Giuseppe are among the whites, and Aglianico del Vulture 2012 D'Angelo, Barbera d'Alba 2013 Ca' del Sarto, Rèmole 2013 Marchesi de' Frescobaldi, Dolcetto d'Alba 2014 Giacomo Grimaldi, Chianti Classico Single Estate 2012 Villa Cafaggio, Aglianico del Vulture Pipoli 2012 Vigneti del Vulture and Primitivo Salento Pilùna 2013 Castello di Monaci are the reds. Then come the rosées, with Salento Rosato Five Roses 2014 Leone De Castris and Toscana Rosato 2014 Rocca di Montegrossi, and sparklings, with Brut Conegliano Valdobbiadene Prosecco Superiore San Fermo 2014 Bellenda and Dolce Reggiano Lambrusco I Quercioli Medici Ermete.



## Wine & Food

### Italian winemakers bet big on airports

Airports are visited every day by millions of people, and a lot of those look for some respite during their travels. And that is why international airports increasingly host venues that are ever more attentive to gourmands and wine lovers alike, like "Ferrari Spazio Bollicine" (both in Rome's Fiumicino airport and Milan's Malpensa), which has recently opened in Linate as well. Marchesi de' Frescobaldi has its on wine bar in Rome Fiumicino as well, together with Zonin's Rosso Intenso, and Feudi di San Gregorio has opened its "Dubl Lounge Bar" at Napoli's Capodichino airport.

## For the record

### Rosé wines on the rise worldwide

Rosé wines account for over 9% of all wine worldwide, and even though France is the leading producer (34% of global production) and consumer country, Italy is right on its heels,

followed by the U.S., Spain and Germany. In the last 10 years, national exports of this kind of wines have grown from 26% to 40%, particularly thanks to Apulia.

