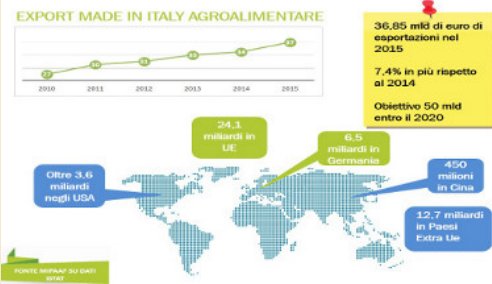




News



Record agribusiness

In 2015 Italy reached almost 37 billion Euros in food exports (+ 8% on 2014), reveals definitive data from ISTAT. The Italian Minister of Agricultural Policies, Maurizio Martina, said merit goes to the positive effects of Expo, to the Government that finalized partnerships with new markets, such as Iran, and the promotion plan for the internationalization of Made in Italy and the campaign in the USA. The biggest thanks goes to the EU, where exports are worth 24 billion Euros (+ 6.1). Germany is confirmed Italy's number one trading partner (6.5 billion Euros), while the non-EU market grew 9.4%, to 12 billion Euros, driven by the US (3.6 billion Euros, + 20%) and China (+ 23%).



SMS **“Pearls of Tuscany”**
“Pearls of Tuscany” at WineNews tastings of this week's previews unveiled the new vintages on the market of one of the most important wine regions in the world, waiting for Brunello di Montalcino. The smaller denominations, from Morellino di Scansano to Montecucco, wines from Cortona and Carmignano, Valdarno di Sopra, Bianco di Pitigliano and Sovana, Vino Colline Lucchesi and Maremma DOC (<http://goo.gl/vOkZah>), Chianti (<http://goo.gl/hckYIL>), Chianti Classico (<http://goo.gl/UC3MwO>) and TGI produced by local wineries (<http://goo.gl/ekts1l>, Vernaccia di San Gimignano (<http://goo.gl/FcHePr>) and Nobile di Montepulciano (<http://goo.gl/UqvPwg>).

Report

Goal: 50 billion Euros

The road to the 50 billion Euro target in agri-food exports by 2020 has started out on the right foot. According to the latest ISTAT figures, in 2015 there has been a double-digit growth over 2014 of agricultural products (+ 11.2%), and a healthy + 6.5% for the food industry, for an overall + 7.3% which, if confirmed over the next few years, would bring the value of the export industry to 52.4 billion in 2020, even beyond the Government goal, according to Confagricoltura projections.



First Page

Chianti Classico (Collection) is 300 years old

The new vintages of the oldest wine name in Italy will be revealed to the press and buyers at Chianti Classico Collection being held today and tomorrow at Stazione Leopolda in Florence. A lot has happened in 300 years, since the Grand Duke Cosimo III de' Medici's idea of organizing a contest to mark out some particularly suitable areas for the production of high quality wines, including Chianti. Over the centuries his progressive idea has proved successful. In 2015 the total sales of Gallo Nero rose 8%, thanks to 80% exported to over 100 markets around the world, but also thanks to a recovery on the Italian market, which after several years of stalemate has showed signs of growth (+ 2%). “The time”, said president of the Consortium, Sergio, at the panel discussion that opened the celebration of Gallo Nero's 300 years (click here for full interview with WineNews, <http://goo.gl/hckYIL>) “is favourable. In recent years there has been a significant distribution expansion in the unique area consisting in 70.000 hectares of protected wine landscapes. The success on the markets, though, belongs first and foremost to the producers”. Starting with Piero Antinori, who always believed in territory and roots, in Bargino has focused on “architecture as a form of communication and marketing, which attracts wine lovers from around the world”. Among the fathers of Chianti Classico, but also of Italia Unita, there is the Ricasoli family: Baron Bettino who was first Prime Minister of Italy following Cavour, and then decided to dedicate his life to searching for the perfect wine, “following the French example”, explained Francesco Ricasoli, the last descendant of the family, “which then, like now were competing for wine exports to England. Actually, the rivalry between Tuscany and France dates back to the times of Cosimo III when “France and England were at war”, said Niccolò Capponi, historian and wine producer of Villa Calcinai in Chianti Classico, “but after France and England made peace, the British bought wine again from the French and when Queen Anne died, interest in Italian and Tuscan wine vanished”.

Focus

Since '66 Brunello vineyards valued +2.474%

Since 1966, the value of a hectare of Brunello vineyard has increased 2.474%, according to WineNews analysis. The record for Montalcino comes exactly 50 years after it received DOC recognition, (64 hectares then and 2.101 today), where the most loved Sangiovese in the world is grown. The reason Montalcino vineyards are sitting on Olympus as the most precious in the world, is a growth in value over 25 times more from 1966 to 2016. 50 years ago, one hectare of land planted with vines and / or cultivable (including buildings) was worth 1.8 million Italian Liras, equivalent today to 15.537.15 Euros (figure based on calculation of ISTAT coefficients for updating values) and today one hectare of Brunello is worth 400.000 Euros. These are important values, which emphasize a significant growth rate, considering the cost of living and the introduction of the Euro, and confirm the primary role in Italian wine and world wide that Brunello di Montalcino has achieved in a relatively short time frame, especially since between 1955 and 1970 Montalcino was one of the most economically and socially depressed towns in the Siena territory (<http://goo.gl/bsNy0f>).



Wine & Food

2015: Italian wine in the Usa

Exports of Italian wine bottled in the United States have grown in volume (+ 4.2%) but decreased in value (2.2% less, mainly because of the Euro-dollar exchange rate) in 2015 over 2014, reaching 2.54 million hectolitres and 1.32 billion dollars, so now Italy has 33% share in value and 29% in volume of the foreign wine market in the States. The average price of Italian wine was 5.2 dollars per litre, while French wines were 9.2 dollars and Australian wines 3.3 dollars, revealed the Italian Wine & Food Institute (US Department of Commerce data).

For the record

The “Black Rooster” Crows to Unesco

The “Black Rooster” is crowing to UNESCO. The Chianti Classico Consortium has launched the idea of a territorial nomination, to UNESCO, not only as a viticulture landscape like the Langhe and Roero Monferrato, but also as a group rich in cultural and historical resources, in a true agricultural area in which wine plays a predominant role.

