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**News**



**Mattarella honours Vinality**

Prime Minister Matteo Renzi and Alibaba founder Jack Ma won't be alone at this year's edition of Vinality. As WineNews anticipated, the President of the Republic Sergio Mattarella will also attend the 50th edition of the most important Italian wine event. The news was recently confirmed by the President and the General Director of Veronafiere, namely Maurizio Danese and Giovanni Mantovani. Needless to say, it is a very important sign indicating the importance of wine for the country's economy, landscapes and society, and doubly so since it is during the year that many Denominations of Origin, a fundamental tool for the development of Italian winemakers, are turning 50.



**CMO and Unified Law**

Italian wine should finally be able to see the "Unified Law" on winemaking during Vinality, which the House of Representatives should be approving soon, once and for all. Minister Martina believes as much, and Luca Sani, President of the Agriculture Commission of the House, confirmed as much to WineNews. "It'll have to be sent to the Commissions and to the Senate, but it should all go fast". Moreover, after the State-Regions meeting in late March, the decree for the distribution of CMO funds for promotion in non-EU countries should also be approved. Vinality, in this sense, is not only an occasion to do business and network, but is more and more the place where wine and politics agree on what must be done in Italy.

**Report**

**Methanol, 30 years ago**

Italian wine exports reached a new record in 2015 - 5.4 billion Euros and 575% growth - compared to 30 years ago, when they reached a mere 800 million Euros, as the farmers association Coldiretti recalled. "Made in Italy" meant something very different back then, especially after the "methanol scandal" of criminal sophistication, which exploded on March 17th, 1986. A lot of water has gone under the bridge since then, though. Today, 66% of all exported bottles are DOC, DOCG or IGT.



**First Page**

**Vinality 2016 and the "World Wine Web"**

During the official presentation of the 50th edition of Vinality (April 10th-13th, Verona), which took place in Rome this week, Minister for Agriculture Maurizio Martina stated that "celebrating oneself is all well and good, but the future is what one must keep in mind, so we should look forward to the next 50 years first and foremost". The Ministry will be an active player at the event, betting everything on "the digital tool challenge, which is fundamental, with a program that we have called the "World Wide Web", borne out of the perception that following Italian wine's many great results (including record exports in 2015 to 5.4 billion Euros, ed.), we must look forward, and the digital frontier is where that is". Prime Minister Matteo Renzi will attend and inaugurate the fair together with President of the Republic Sergio Mattarella, and Jack Ma, founder of Alibaba, in order to "generate an exchange of views on how territorial experiences and local productions, wine first and foremost, can increasingly meet and work in the digital landscape, considering both the extraordinary opportunities and the risks that it entails. It will be a unique moment, where institutions and top-tier companies will be talking to each other, to understand what Italy as a whole can do on this front. And we will do it by focusing on seminars together with the leaders of the digital world, like Amazon, eBay, Facebook and Twitter". Vinality is also the occasion for feeling the pulse of the relationship between wine and politics, and in this regard, having a global point of view for the future is fundamental, the Minister stated. "The first Forum of the European Ministers of Agriculture will also take place on April 13th, and to me, this is a turning point for understanding how to move forward in the best way. This gives value to Vinality at a European level. It is a great event, and I know that is simply fair to acknowledge the role of winemaking as standard-bearer for the entire country. We will of course be very attentive towards business experiences, as well as towards the future. Vinality has always brought me luck, and I hope that its 50 years will be a turning point".

**Focus**

**Wine business & wine lovers**

"Veronafiere knows what must be done", stated Maurizio Danese, President of Veronafiere, during the presentation of this year's Vinality in Rome - that is, "wine business at the fair and a wine festival in the city. We'll increase the b2b aspects, as a strategic platform for Italian wine which the government has acknowledged for its Plan to promote "Made in Italy" (55.000 professionals and 1.000 buyers more, from 140 countries, 8 million Euros invested for incoming as well), but we will do the same for the out-of-fair event Vinality & the City (April 8th-11th)". Danese also described the last 50 years of Italian wine saying, "No-one could've predicted the success of Italian wine worldwide, considering investments or the international prestige of its most important vineyards". During these 50 years, Italian wine experienced a "renaissance", (as well as the "methanol scandal"), and it will be celebrated with many special tastings, like the tribute to Giacomo Tachis, the godfather of Italian wine, comparing the 1967 vintages, the year Vinality was born, with the Women of Wine, "50 Years in 50 Wines" by AIS and a meeting between France's and Italy's top wines with Raoul Salama.



**Wine & Food**

**The Observatory on Wine's latest numbers and Vinality**

Vinality is now one of the partners of the Observatory on Wine, promoted by Unione Italiana Vini, including very important institutional partners, such as ISMEA, CREA and others. The latest batch of data from the Observatory is very flattering indeed - 12.4 billion Euros in global turnover for Italian winemakers, 5.4 billion Euros in wine exports (8% growth year-over-year), 14.7% of all wine & food exports (36.8 billion Euros), 1.25 million jobs in total, 637.634 hectares of vineyards, 334.000 of those being DOCG (73 in total) or DOC (332) and 156.000 being IGT (118).

**For the record**

**Italy still leading in Germany**

Germany is the second most important foreign market for Italian wines, after the U.S., according to data coming from ProWein by Global Trade Atlas. In 2014, it absorbed 19.1% of our exports, but in 2015 wine exports to Germany dropped 3.6% in value, to 2.47 billion Euros. Still, 35.9% of those are Italian wines, but down 2.4%.

