



News



Two treats for "the giant"

Jack Ma leads an e-commerce giant like Alibaba, with a turnover in the tens of billions of Euro, but he nonetheless was seduced by two treats of Italian wine during his visit to Vinitaly, two wines made in those two wineries that he visited. On the one hand, the mountain sparkling of Mezzacorona's Trentodoc, one of Trentino's leading producers (pictured above, the toast with the firm's managers, which will soon open stores in China), and on the other, Ben Ryè Donnafugata, the prestigious Sicilian vintner, with the most intense colour of the sweet wines of Pantelleria warming Ma's heart: "these are fantastic wines, and I'll have to give them to my wife as soon as possible".



SMS

A good Q1 for Italy

The first quarter of 2016 is fueling optimism for Italian winemakers, according to a WineNews survey on 15 major firms, with a combined turnover of 1.7 billion Euros - 15% of the total turnover of the sector - created for Vinitaly. 64% of the sample has seen sales go up 8%, and 45% have a positive sentiment, while 36% feels "moderately optimistic" and 19% feels "very optimistic". Exports have gone up 10% year-over-year for 63% of the sample, and the domestic market is showing positive signs as well. Regarding aggregate sales, though, 18% have said that sales are stable compared to 2015, and another 18% has seen them go down 7.5%. Investments are mainly focused in Europe (72%), Germany, Switzerland and the UK, in Italy (70%), the States (54%) and in the East (36%).

Report

"Opera Wine" and the U.S.

The love story between Italian wine and the States knows no boundaries, and even if Tuscany is still the most beloved region, attention is rising towards the diversity of Italian winemakers, from Piedmont to Sicily: this is the message coming from "Opera Wine", the grand tasting of the 101 best vintners selected by Wine Spectator Magazine, whose editor-in-chief and tasting Director, Thomas Matthews and Bruce Sanderson, both attended. And they see "a radiant future for Italian wine in the States".



First Page

The "recipe" of Renzi & Jack Ma from Vinitaly

One says he wants to become the ambassador of Italian wine and of Italian products in China thanks to the Internet, "since it allows one to travel in 8 seconds the same distance that took Marco Polo 8 years", and the other wants to change the fact that the 5% of Italian wine, compared to France's 55% in China, as soon as possible, since "it got stuck in my throat". They are, respectively, Jack Ma, founder of e-commerce behemoth Alibaba, and Prime Minister Matteo Renzi, and together - on the stage of Vinitaly with Minister of Agriculture Maurizio Martina and Mario Calabresi, editor-in-chief of Italian daily "La Repubblica" - have put the challenge of the digitalization of Italian wine front and center, encouraging winemakers "to put aside their fear of the future and of the Internet", and promising to be their allies. PM Renzi vowed to do so by carrying forward reforms "like the constitutional one that we'll vote today, where, among other things, we'll bring the responsibility of promoting Italy as a whole back to the State, as opposed to single Regional authorities, since that has fragmented resources and efforts for a long time". Ma, on the other hand, has promised initiatives like "9-9-9, that is, next Sept. 9th at 9AM, when we'll host an entire day dedicated to wine sales on our platform, just like what we do for singles on Nov. 11th at 11, when we sold 14 billion dollars' worth of goods in a single day. I want Italian wine to be a protagonist, since it is a symbol of your lifestyle, and Chinese people do love it a lot". Quite the declaration, indeed, and one that makes Renzi hope: "if we all work together to make exports grow even more", he said, "the objective of 7.5 billion Euros by 2020 for wine, and of 50 billion Euros for the entire wine & food sector, are in reach. We must help you by keeping on slashing the bureaucracy that hampers you, and by working on an international level to create rules that do not penalize you, as the EU is doing by opposing "Made in Italy". But you - and you've already reached very high levels of quality - must be more brave, and invest more in the Internet and on storytelling. The world loves us and loves Italy, those who speak ill of our country are Italians themselves".

Focus

Wine "a symbol of Italy", says Mattarella

Italian President of the Republic Sergio Mattarella has opened the 50th edition of Vinitaly with some flattering words for the entire world of Italian wine: wine "tells the tale of the history and geography of the thousand of Italies that exist", has become "the symbol of Italian lifestyle and taste, enriching our country with its culture and territories, and contributing to our knowledge", is the cornerstone of "that brand that concerns all of us, from North to South, from small town to big city, that is Italy itself, and a lot of our future, and of that of our children, hinges on it", and its growth in the last 30 years "which was not granted, after the methanol sophistication, was led by winemakers and helped by Vinitaly, and I am glad to be here". President Mattarella, together with Minister of Agriculture Martina and Maurizio Danese, President of Veronafiere, has celebrated the historic landmarks of the past ("like the 300 years from the edict of Cosimo III dei Medici on the boundaries of Chianti", Mattarella remarked at the stand of the Consortium of Chianti Classico), the successes of today and the challenges of the future, like international markets, the growth of quality and the Internet.



A CAMPAIGN FINANCED
ACCORDING TO
EC REGULATION
N. 1308/2013



MONTEFALCO SAGRANTINO
DENOMINAZIONE DI ORIGINE CONTROLLATA E GARANTITA
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Wine & Food

Record numbers for Prosecco DOC, UNESCO for DOCG

The Consortium of Prosecco Doc has shown some remarkable figures regarding its present state at Vinitaly, with 355 million bottles made by 10.452 firms and 1.201 vintners in 2015 (and 70% of those going abroad), with a turnover close to 1.7 billion Euros. Exports have gone up 23% over 2014, and production has shot up 50%. Furthermore, today in Verona, Luca Zaia, President of the Veneto Regional authority, has presented the candidacy of the hills of Conegliano and Valdobbiadene to UNESCO world heritage, together with the Consortium of Prosecco DOCG.

For the record

New planting rights for Italy in 2016

According to UIV's "Corriere Vinicolo" magazine, Italy will be able to plant 6.300 hectares of new vineyards in 2016, a tenth of the total requested through 12.500

single documents, in the first year of the new system for planting rights. Furthermore, requests regarding Veneto and Friuli Venezia Giulia went 4.300% over the limit.

