



News



Jack Ma, "a Marco Polo 2.0"

Jack Ma is one of China's - and the world's - richest men, founder of e-commerce behemoth Alibaba, but he was nonetheless bewitched by Italian wine and by the beauty of our territories, like Allegrini's Villa della Torre, where WineNews has met him. And, he confirmed that he wants to become "a Marco Polo 2.0", as he said at Vinitaly together with Prime Minister Renzi. "You must sell your lifestyle, and wine is one of its symbols: this is crucial. I want to open this business significantly, and bring the beauty of wine, the beauty of your territories and the allure of Italy to China. And with the Internet, we can travel the same distance that Marco Polo covered in 8 years in seconds".



SMS

Italy holds in Russia

The economic crisis sparked by the recent crash of crude oil prices, the weakness of the Ruble (which has lost half its value over the Euro, effectively doubling the price of imported goods), the embargo on the import of Italian food products - with the exception of wine - and the sanctions on other goods, have all taken their toll on the import and consumption of wine in Russia. For the first time, as pointed out by a seminar held at Vinitaly by Simple and Montalcino winemaker Castello Banfi, wine imports in Russia have dropped 26% in volume and 40% in value: France took the brunt of the hit (low-tier wines lost 39% in value and premium ones lost 36%), while Italy was not hit as hard, with non-sparkling wines losing 11% in value, and premium ones losing 29%.

Report

A toast to AIRC

Cantine Aperte, the yearly opening of Italian wineries to the general public (May 28th-29th), has decided to support non-profit cancer research association AIRC with the "Un bicchiere per la ricerca" project, with a partnership between the Movement for Wine Tourism and the Italian Association for Cancer Research. The project was announced yesterday at Vinitaly by Carlo Pietrasanta, President of the Movement, and by Niccolò Contucci, General Director of AIRC.



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2015 positive for wine in Italy, in mass retail as well

All things considered, 2015 has been an ok year for wine in Italy, both regarding domestic purchases and consumption outside the home. In mass retail, sales of non-sparkling wines have gone up 0.2% in volume and value, to 628.4 million litres, reaching 1.7 billion Euros in value (and an average price of 2.74 Euros per liter), while sparkling wines have done better, with volume up 7% and value up 6.5%, to 61.1 million liters and 395.5 million Euros in value (6.47 Euros per liter). The data comes from a WineNews analysis of Nielsen data elaborated by mass retail giant Coop Italia, and DOP and IGP wines, both whites and reds, worth roughly half of all sales of non-sparkling wines in volume (332.1 million liters) and more than two thirds in value (1.2 billion Euros). Moreover, reds are still the most sold, but whites are showing an increasing dynamism and momentum. In 2015, DOC and DOCG reds have sold bottles for a total of 112.3 million liters, to 480.8 million Euros (0.9% less in volume and 2% more in value, to 4.28 Euros per liter, on average), but in the same time white wines have reached 65.9 million liters and 308.2 million Euros in value, up 1% in volume and 3.9% in value, and an average price per liter of 4.67 Euros. IGT wines show the same process, but it is accelerated: reds have reached 91.6 million liters and 240.9 million Euros in values (down 0.4% in volume and 1.5% in value, to an average price of 2.63 Euros per liter, while whites have reached 62.3 million liters and 192.7 million Euros, up 2.9% in volume and 1.8% in value, and an average price of 3.09 Euros per liter). Furthermore, according to a study penned by FIPE-Confindustria, the catering sector is doing well too, with 70% of all wines being sold through that channel (restaurants, hotels, wine shops, wine bars and so on) with an average final price per bottle of over 25 Euros. For 25% of restaurateurs, wine consumption has gone up in 2015, while 23% of the sample has seen them go down, and 52% have seen no variation. Sparkling wines, once more, are leading the pack, and the sentiment for 2016 is positive, especially because of wine consumption by the glass, for 94% of the sample.

Focus

The States, luxury and Italy for Gallo

The writing is on the wall regarding the most important market for wine of them all (and for Italian wine as well): in the United States, premium wines - those that are sold for 20 Dollars or more over the counter - are the ones that are doing best (with a 20% growth in 2015). And that's why E. & J. Gallo, one of the powerhouses of global wine, with a combined turnover of over 4 billion Euros coming from winemaking and distribution, is doubling down on this price tier, with an ad-hoc project called "Lux Wines" which will focus on iconic brands coming from the most important territories. Italian ones first and foremost, beginning with the wines of Amarone winemaker Allegrini, followed by those of Poggio al Tesoro in Bolgheri, and by those of Soave vintner Pieropan and Barolo winemaker Renato Ratti. Joe C. Gallo himself (President of the new high-tier division of the group, pictured right with Marilisa Allegrini) explained it all to WineNews: "We believe in Italian luxury wines, and we are lucky to be able to work with families of such importance. Respect for the wine, for the vineyard and for consumers comes before anything else for us".



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



MONTEFALCO SAGRANTINO
25
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Wine & Food

"Enough with the liturgies of wine", says Ruenza Santandrea

Why is wine consumption such a thorny topic regarding young consumers? According to Ruenza Santandrea, at the helm of Cevico group, "it's because a too artificial world was created regarding an everyday food". Today, young consumers look towards other beverages, because when one orders wine, one exposes himself to judgment, so sometimes one would rather not do that just to avoid that risk. "There are too many liturgies and frills around wine: personal taste must be all that matters. We must go back to drinking wine in a more calm and carefree way".

For the record

4.5 million bottles sold in 2015 for Vente-privee

E-commerce giant Vente-privee.com has sold a total of 4.5 million bottles in 2015, up 17%, with turnover going up 16% year-over-year and European clients going up 15%. Italian

customers have spent 11% more: 45% of EU clients are women and 32% of them is 25 to 34 years old, while 29% of them is 35 to 44 years old.

