



News



Nicoletto to lead UIV?

As WineNews anticipated, Antonio Rallo, at the helm of renowned Sicilian vintner Donnafugata and the Consortium DOC Sicilia, is in the race to become the next head of Unione Italiana Vini, but now Ettore Nicoletto, CEO of the Santa Margherita group and one of the most expert managers in the entire sector, has officially thrown his hat in the ring as well. His candidacy was put forward through an open letter signed by first-tier producers such as Piero Antinori (Antinori), Sandro Boscaini (Masi), Piero Mastroberardino (Mastroberardino), Matteo Lunelli (Ferrari), Gaetano Marzotto (Santa Margherita) and Andrea Sartori (Sartori).



What's up with millennials

The future of wine consumption in the United States is in the hands of the millennials, and according to a WineNews analysis, it could be the same in Italy - data confirms the same regarding China, where 22% of that demographic segment considers Italian wine superior in quality to French wine. According to a comparative survey conducted by the Observatory on non-EU countries of Business Strategies and by Nomisma-Wine Monitor and presented at Vinitaly, though, only 12% of Chinese millennials has consumed wine in recent years compared with 62% of Americans. For Chinese people, furthermore, Italy is second (14%), behind France, at 30%, while in the United States, it is behind California (49%) but ahead of France (37% to 32%).

Report

Wine and art for Sgarbi

Italian art critic and public figure Vittorio Sgarbi was the testimonial for the presentation of the Azienda Agricola Di Meo calendar, which beautifully unites wine and art. According to Sgarbi, "we can surely say that we are first in the world for beauty, monuments and wines, but we must spend more money to give value to them, otherwise we are just wagging our tongues. And money spent for that is always well spent. For me, Italian wine is surely a national heritage", he concluded.



First Page

Our review of Vinitaly 2016

This 50th edition of Vinitaly opened with Opera Wine and the homage of singer-winemaker Sting, as well as attendance of top-tier Italian politicians and government officials, such as the President of the Republic, Sergio Mattarella, and Prime Minister Matteo Renzi, who both tipped their hats to the sector and pointed the way forward, pointing out the future challenges of international markets and assuring the support of the public sector (especially through slashing bureaucracy and assuring more promotion, coordinated at a national level). Furthermore, the new Unified Law on Wine was presented officially and should hopefully be approved by both Houses of the Italian Parliament very soon. Vinitaly 2016 also hosted the very first edition of the European Forum of Wine Producing Countries. Markets were, needless to say, front and center at all times, as the visit of Jack Ma, the Chinese entrepreneur founder of the e-commerce behemoth Alibaba, demonstrated: Ma, it should be pointed out, has promised his support as an ambassador of Italian wine in China. Scientific research also took the stage more than once, offering many occasions to reflect on sustainable viticulture and the new alliance between genetics and winemaking. Many wine lovers met with producers and their wines in Verona itself as well, at the various initiatives, events and dinners, with the participation of many Italian cuisine's stars. The 50th edition of the single most important event for Italian wine in the entire world has then testified once more to Veronafiere's efforts to create an ever better fair, through services and the influx of professionals, and has given new impulse to the many initiatives dedicated to wine lovers outside the fair itself. Still, some troubles still remain, especially regarding the management of traffic in and around the city. In any case, Vinitaly was very successful, also for the official numbers of Veronafiere: 130.000 traders from 140 countries, 50.000 foreign visitors, 28.000 buyers from international markets (up 23% over 2015), and 29.000 visits at "Vinitaly and the City". The 2017 edition will take place April 9th-12th, as usual, in Verona.

Focus

The first Forum of its kind, at Vinitaly

Vinitaly also hosted the very first edition of the European Forum of Wine Producing Countries, organized by the Italian Minister of Agriculture and with Ministers and delegates from France, Portugal, Spain, Slovenia and Hungary, for a combined 80% of all European wine production (147 out of 175 million hectoliters). Italy decided to focus the meeting on three issues, namely the necessity to innovate the CMO mechanisms in order to favour firms even more not losing sight of the balance between supply and demand, the current legal framework on denominations and labels, without harming a system that has protected indigenous grape varieties and fostered the growth of European quality wines in the world, and the possibility of raising the quotas of planting rights, with more flexibility. "It has been an important occasion", Minister Maurizio Martina commented, "to create an even more effective European legislation, and to reiterate the international nature of Vinitaly. The keywords for the next 50 years are simplification, competitiveness and quality". After all, as European MP Paolo Di Castro commented, "only by working together can we be effective".



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N. 1308/2013



MONTEFALCO SAGRANTINO

DEMINORAZIONE DI ORIGINE CONTROLLATA E GARANTITA
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Wine & Food

Italian organic wine reached 205 million Euros in value in 2015

Sales of Italian organic wines have reached 205 million Euros in value in 2015, with one third of sales domestically, and exports going up 38% over 2014. Germany is the number one foreign market with 38% of the total turnover, followed by the United States and Switzerland. Domestic consumption is on the rise as well. In the last 12 months 21% of Italians over 18 - 10.6 million people - has consumed certified organic wines at least once, according to a Wine Monitor-Nomisma analysis presented together with FederBio at VinitalyBio.

For the record

Champagne still growing in Italy

French exports of Champagne to Italy have gone up once again in 2015 to 6.3 million bottles sold. Italy is now the seventh most important market for Champagne, according to

data from the Comité Champagne. Big brands rule the market (85.4% market share), and Italians are particularly fond of special cuvées (6.5% of total imports).

