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# Italian Weekly Wine News.it



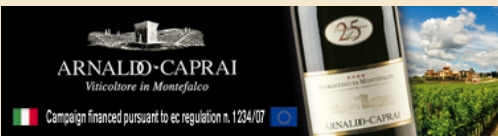
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## News



### A boom for Italian "bubbles"

What's the best business card abroad? It's Italian sparkling whites, which sold 8.3% more bottles outside Italy in 2011 over 2010, with 270 million bottles: 41 in Germany, 24.5 in the U.S. and 23 in the UK. Leading the charge, is the usual suspect Prosecco, which exported 150 million bottles between Doc and Docg producers. Trentodoc (+7%) and Franciacorta (+17%) also fared well, according to the Economic Observatory for Wines. What about inside national borders? In 2011, 11% less corks flew through the air, mainly during holidays (7 out of 10), with a weakness for the "ever trendier" Conegliano Valdobbiadene, revealed by the GfK Group survey commissioned by Carpené Malvolti.



### Wine & jobs

All hail Italian wine; not only for its quality and for the prestige it gives Italy in the world, but also because, even in this economic situation, it keeps on creating jobs. Both for those who follow more "institutionalized" channels, like schools and Universities that are churning out oenologists, winemakers, vine growers, marketing experts, sales managers, law and economy specialists (61% of which, for the record, are employed a mere 3 months after graduation day). And also for those who freelance, intercepting new trends: from the wine hunter, on the prowl for top-tier clients for winemakers and wine shops, to the wine promoter who pairs wine with events of any kind, and from the wine blogger turned wine seller to the social wine writer, always connected with wine lovers via social networks...

## Report

### An Italian wine lover's top list

Evergreens like Brunello di Montalcino Tenuta Greppo Biondi Santi, Barolo Riserva Monfortino Giacomo Conterno and Amarone della Valpolicella Quintarelli among the reds; Cervaro della Sala by Antinori from Umbria, Vintage Turina Jermann from Friuli Venezia Giulia and Soave by Pieropan among the whites. Here are the Italian wine lovers' favourite labels, according to the "Civiltà del Bere" survey of more than a 100 wine shops in Italy. Among the territories, Montalcino, Barolo and Valpolicella still rule.



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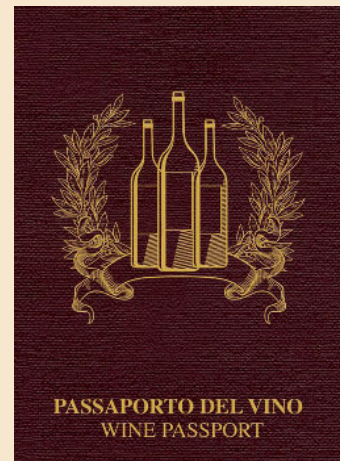
### Green-and-gold alert: more duties on wine imports

The producers and Consortiums of Prosecco Doc and Docg sounded the alarm: the counterfeiting business seems to be booming in Brazil. But there's another prickly matter, one that both institutions and associations like Federvini, the Italian association of wine producers and traders, have been monitoring: according to the Brazilian government, in the last few years too much foreign wine has come into the country, damaging domestic production. And protectionist measures might be around the corner. Not a small problem for Italy, the third exporter country in Brazil, with 1.3 million cases in 2011 (840.000 of which were Lambrusco, a very loved wine in the land of the Samba, to the point that a Brazilian investment fund could soon be investing in Cantine Ceci, one of the top-tier producers of the Emilian sparkling red). Some data: Brazilian domestic production absorbed 32.9% of the consumption in 2006, a figure that dropped by 21.3%, while total consumption grew 30.4%. And among the countermeasures that Brazilian laws allow for there are additional duties, to be raised from 27% to 55%, together with import limits and a minimum price range. All things that Federvini already pointed out to the ministries of Foreign Affairs, Agriculture, Economic Development and to the EU. And if some operators point out that Brazilian imports are made up of quality wines for 78.8%, not directly competing with national production, 85% of which is table wines, there are those, like So-com - an Italian company that imports brands like Antinori, Bellavista, Falesco, Frescobaldi, Sassicaia, SaiAgricola, Santa Sofia and Zenato in South America - that claim that competition with foreign wines has pushed local producers towards a higher quality. The situation must be monitored, since Brazil might be one of the great markets of the future. The most curious thing is that this "protectionist drive" has been advocated by the "Venetians" of Rio Grande do Sul, an enclave of Italian immigrants dating back to 1875, which transformed the Serra Gaucha of Caxias do Sul, Garibaldi and Bento Gonçalves in magnificent vineyards - from which many of those "fake" Prosecco wines come...

## Focus

### More wine consumed "away from home"

Thank God for exports, especially for great producing countries, facing a big drop in domestic consumption - evened out by the growth of exports. It's a global and now common trend, analyzed by Winenews on the eve of Vinality. In the 80s 1 out of every 5 bottles was sold abroad: today the ratio is 1 out of 3. And so Italy, where domestic per capita consumption has flattened to 40 litres per year, "finds comfort" in the 2011 record exports, worth 4.4 billion Euros (a figure now confirmed by Assoenologi too). Just like France, where consumption in 2010 stopped at 45.4 litres per capita (30% less in 20 years, according to its National Institute of Statistics), but where the 2011 exports of spirits reached 10.1 billion Euros, 7 of which were due to wine (+10.7% in value). Likewise for Spain, where internal consumption dropped from 50 to 18 litres from 1980 to 2010, according to the Observatorio Español del Mercado del Vino - but with exports reaching 2.2 billion Euros in 2011 (+26.3% over 2010). So, even if global consumption will grow 6.2%, reaching 34 billion bottles, according to the International Wine & Spirits Research, the writing is on the wall: wine is consumed more "away from home".



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## Wine & Food

### An alliance over the name "Montepulciano" is forged

Tuscany and Abruzzo share a name, "Montepulciano" - for the former it refers to the territory of the "Vino Nobile", and for the latter to a grape variety. Now the two will work together to showcase their products and to avoid misunderstandings and forgeries: so states the protocol signed this week by the Consortium of Vino Nobile and the Consortium for the Safeguard of Abruzzo's Wines, the Regions and the Ministry of Agriculture. Future tasks include protecting the image of the two wines' denominations and the creation of a permanent committee for marketing and communications.

## For the record

### Cautious optimism over "free vineyards"

The EU's Common Market Organization of wine, active by 2015, includes liberalization of planting rights. Countries like Italy, France and Spain are up in arms against it,

but after this week's public hearing in Brussels between many European Agriculture Ministers and wine producers, a reform to erase the measure looks likely.

