

News



“Wine2Wine” goes to Asia

“Wine2Wine”, the wine business forum created by Vinitaly, is going to Asia. The first edition will take place next Nov. 9th and will be a “preview” of sorts at the Hong Kong International Wine&Spirit Fair (Nov. 10th-12th), one of the most important events of the sector in Asia. This is “phase two” of Veronafiere’s efforts to help firms in promotion and wine business on foreign markets, together with Vinitaly International (and now, winemakers can get CMO promotion funds directly through them). Giovanni Mantovani, Veronafiere’s General Director, and Johnny Wan, Director of Exhibitions Market Development Hktdc signed the memorandum this week in Verona.



“Giro” & Chianti Classico

The 99th edition of the “Giro d’Italia” began last week in Apeldoorn, in the heart of the Netherlands, with a 9.8km stage. It is just an appetizer, considering the 3.385 kilometres total in 21 stages of the world’s most loved cycling race, which will have as one of its future cornerstones, one of Italian wine’s greatest territories, since the “Chianti Classico Stage” will be taking place tomorrow. It will start in Radda in Chianti and end in Greve in Chianti, for a hilly rollercoaster ride 40.4 kilometres long, and it might be decisive for the first spot of the ranking. Another very important step in the entangling of wine and the “Giro”, which has seen the race touch the wine territories of Langhe, Prosecco and the hills of Brunello di Montalcino.

Report

On the Tuscan Coast

The latest preview of Tuscan Coastal wines has provided its public with many examples of just how much these territories and their grape varieties can give to wine lovers, all with the Tyrrhenian Sea giving them maturity and smoothness. Among them, our favourites were Bolgheri Sassicaia 2012 Tenuta San Guido, Bolgheri Superiore Argentario 2012 Tenuta Argentario, Bolgheri Superiore le Gonnare 2013 Fabio Motta and Vermentino Vendemmia Tardiva 2009 Sada (<http://goo.gl/LBfHjK>).



First Page

Italian wine is not outrunning competitors in China

2016 has started on a good note for Italian wine in China. Italian wine exports have gone up 7% in volume (6.2 million litres) and 15.3% in value (26.1 million dollars) in Q1 year-over-year, with an average price of 4.2 Dollars per litre (up 7.7%). The data comes from Chinese customs and was reported by “DecanterChina.com”. But its competitors, once more, are running faster. France, still the leading player in China, has gone up 33.4% in volume (41.4 million litres) and 77.9% in value (256 million Dollars), with the average price going up 33.76%, to 6.16 Dollars per litre. Australia’s average price, on the other hand, is 8.51 Dollars per litre. It is the second most important wine importer in China, and its exports have gone up 50% both in volume (16.8 million litres) and in value (143.5 million Dollars). The recent ChAFTA free trade agreement between the two countries, signed in 2015 and that will gradually cut all import taxes on Australian wines by 2019, surely gave a helping hand for such a performance. Chile has also done well for itself, with 42.4% more in volume (14 million litres) and value up 34.4% (47.3 million Dollars), together with Spain (up 37% in volume, to 16.5 million litres, and 26.9% in value, to 33.8 million Dollars). Generally speaking, wine imports in China have gone up 35.3% in volume (139.1 million litres) and 45.3% in value, to 591.4 million dollars, and both bottled and “on tap” wine have grown significantly, while sparklings are still a niche product (2.7 million litres, up 4.8%, and a 18.2% drop in value, to 11.7 million Dollars). According to “DecanterChina.com”, this growth is also due to the fact that the big e-commerce players (accounting for 20% of all wine sales in China) like JD.com and Alibaba have started importing straight from the producers. And who knows, maybe the recent promises Alibaba’s founder Jack Ma made at Vinitaly, might help our country pick up the pace - especially considering that cooperative giant Mezzacorona has announced that it will be the first Italian winemaker to open a wine flagship store on Alibaba, just in time for the promotional sales of Italian products that will take place on the website between June 1st and June 4th.

Focus

Italian wine, by the numbers

Italian wine, as a whole, is still largely defined by the duality of private firms and cooperatives (as exemplified by the fact that 8 of the former and 6 of the latter in the top 14 ranking of those over 100 million Euros in turnover), according to a recent and comprehensive analysis penned by journalist Anna Di Martino for the economic insert of Italian daily “Corriere della Sera”, called “Corriere Economia”. But when it comes to profitability (the ratio between EBITDA and turnover), the top spots are all held by the historic brands and families of Italian wine. Tenuta San Guido of Marchese Nicolò Incisa della Rocchetta is at the very top, with a 54.8% ratio, followed by Marchesi Antinori (42.3%), Marchesi de’ Frescobaldi (34.2%) and Sicilian winery Cusumano (34%). Moreover, when it comes to the ranking reserved for firms with at least 200 hectares of vineyards, Marchesi Antinori takes the lead (2.691 hectares), followed by Zonin 1821 (1.990 hectares) and Marchesi de’ Frescobaldi (1.250 hectares). These “magnificent 110” firms collectively enjoy a 43.7% share of the entire turnover of the sector, for a total of 5.4 billion Euros - and, quite tellingly, 3.1 billion come from exports.



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ACCORDING TO
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N. 1308/2013



MONTEFALCO SAGRANTINO

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Wine & Food

“Nebbiolo Prima”: the latest preview of Barolo and Barbaresco

The latest edition of “Nebbiolo Prima”, which took place in Alba, has showcased the latest expressions of Nebbiolo, the prince of Piedmont grape varieties. The harvest was anything but hot for Barbaresco 2013, and it produced a balanced vintage - in a sense, better than 2012 (<http://goo.gl/OcvaaZ>) - while Barolo 2012 had a cold winter with copious snow, then a very hot summer, but no water-related shocks, and the result is a vintage with less alcohol and structure, at a first glance, but good acidity and smooth tannins - and the potential for a good ageing, like 2008 (<http://goo.gl/inXYnw>).

For the record

Where was Tiramisù created, after all?

After years of pervasive inquiries, Clara and Gigi Padovani have finally concluded that Tiramisù was not created in Treviso in 1970, but in Friuli. Their recent book, titled

“Tiramisù. Storia, curiosità, interpretazioni del dolce italiano più amato”, aims to prove this - but, understandably, Luca Zaia, President of Veneto, is having none of it.

