

## News



### Mezzacorona on Alibaba

Cooperative big player Mezzacorona from Trentino is going to be the first Italian winemaker to open a wine flagship store on Alibaba, starting next June. Rodrigo Cipriano Foresio, the Country Manager for Italy of the e-commerce giant founded by Jack Ma, announced it at the Cibus trade fair in Parma. Ma was a guest at Vinitaly, and Mezzacorona was one of the only two wineries that he visited (the other being Donnafugata, where he stopped for a toast, pictured above). "It is a source of great pride for us", Fabio Maccari, General Director of Mezzacorona, commented, "China, where we're growing a lot thanks to constant and patient effort, has great potential".



### Mattarella and the Salone

The humble vegetable garden is a common sight in many Italian homes, and it is undoubtedly a symbol of love for the land. According to Carlo Petrini, founder of the Slow Food movement, it still is "a distinctive sign of the politics of peace that our country has to bring forward", and together with the presence of President of the Italian Republic Sergio Mattarella, it is going to be one of the distinctive features of the 2016 edition of "Terra Madre Salone del Gusto", the 20th and most ambitious edition ever to be created by Slow Food, in the same year that the organization is 30 years old. It will take place, as usual, in Turin (Sept. 22nd-26th), but for the first time within the city itself, and the theme for this edition will be "Loving the land".

## Report

### Antonio Rallo to lead UIV

Antonio Rallo, as WineNews anticipated back in March, is the new President of Unione Italiana Vini, one of the biggest winemaker associations in Italy, with 500 producers and a turnover that is 70% of all Italian wine exports (www.uiv.it). Rallo, at the helm of Sicilian vintner Donnafugata and DOC Sicilia, has stated that his presidency will be characterized by "a spirit of continuity" and "entrepreneurial inclusiveness", in order to make UIV "an even greater representative of the entire Italian wine world".



## First Page

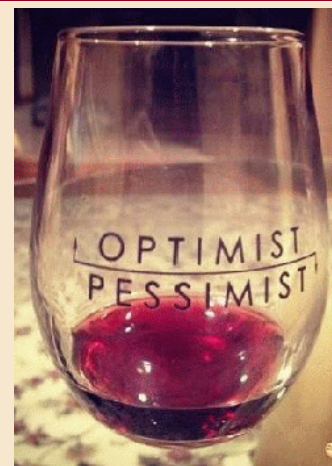
### Mergers & acquisitions for Lorenzo Tersi

Mergers and acquisitions are increasingly more common words, even in the wine world, because of the increasing need to be able to compete on international markets on a daily basis, so that "small is beautiful" is no longer a viable mantra for a lot of Italian producers. And, a lot of winemakers, even large-sized ones, are in the middle of a generational shift that could definitely bring more prosperity and continuity to their firms. Moreover, mergers and acquisitions are a key ingredient for creating added value, since they bring financial tools and specialized expertise. Those who invest in wine firms, conversely, almost always want to keep the founders or the leaders in the winery, since it is a guarantee of identity - which is fundamental for the global wine market. This, in a nutshell, is the snapshot of what is happening at the moment in the entrepreneurial wine world in Italy (historically rich in small-sized and family-owned firms), as Lorenzo Tersi, founder and leader of LT Wine&Food Advisory, a consultancy and marketing firm specialized exactly in mergers & acquisitions, told WineNews. "Today, it is clear that new blood is needed to compete at a global level, because even if Italy is the world's biggest wine producer, it can still grow more and foster that process of internationalisation that characterizes our firms", he explained. In order to do that, though, becoming bigger and safeguarding internal continuity is fundamental, and many entrepreneurs in Italy have done just that, often by investing in different territories from their native ones, in order to widen their offers and to reach a competitive critical mass, Tersi explained, like Antinori, Frescobaldi, Feudi di San Gregorio or Santa Margherita, among many others, have done. Some see this path as a strategic, long-term choice, and some are currently looking for partners and capital, because of the economic stress that the global financial crisis has generated. "In some important territories, like Montalcino or Franciacorta, at least 10 to 20% of all firms are willing to find partnerships in order to secure a brighter future", he concluded.

## Focus

### Fewer (and emptier) wine glasses

According to a Nielsen study presented at this week's general meeting of Federvini in Rome, numbers are not looking so rosy for Italian wine consumption, but the picture is not so straightforward. Consumers are down (32.2 millions in 2015 compared to 34 million in 2005), and so is consumption (to 22.9 million hectolitres, down 25% in 10 years). At the same time, wine drinking outside the home has grown increasingly at dinner rather than at lunch, and with average consumption going down from 4 times a week to 3.6 times. The "Mediterranean" approach to wine and alcohol consumption is strengthening, since 74% of the sample said they drink during meals, and because they like tasting the beverage (60%). In Italy, 84% of people say the Mediterranean wine & food culture is strong, and one of its cornerstones is drinking during meals. And, the number of people that see over drinking and losing control as wrong and out of fashion is rising (up 10%, to 83%). In order to curb these wrong approaches and behaviours, finally, 85% of Italians think that wine culture education would be more effective, rather than out-and-out prohibition.



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## Wine & Food

### French wine's very best at Barolo's "Collisionsi" festival

Aubert de Villaine (Domaine de la Romanée-Conti), Christine Vernay (Domaine Georges Vernay) e Jacky Rigaux (Burgundy University), three greats of French wine, will meet in Barolo, next June 6th, to discuss "Terroirs and their taste, historical and cultural expressions". This is but the first step towards "Project Wine" (WineNews will be a media partner), coordinated by renowned wine writer Ian D'Agata for the 2016 edition of "Collisionsi", the "agri-rock" festival that will take place in Barolo (July 14th-18th, www.collisionsi.it).

## For the record

### A new Guinness world record for pizza

1853.88 meters of pizza, created in 6 hours by 250 people, all with "Made in Italy" products. This is the new Guinness world record for the world's longest pizza (breaking the one made last year at the Expo), and was achieved this week in Naples to promote the candidacy of the art of Neapolitan pizza makers a UNESCO world heritage.

