

News



Paris and wine

Paris is the number one city in the world where people drink more wine: remarkable indeed, but Italy is nonetheless in the top ten with three different cities - namely Milan, Naples and Rome, revealed a survey by the French business school Insec Wine & Spirits Institute, together with data coming from Oiv - International Organisation of Vines and Wine, in the French capital, where there are more than 10 million people over 15 years old. During 2015, no less than 697 million bottles were uncorked, averaging 51.7 litres per person. The top cities in Italy, as mentioned, are Milan, with 301 million bottles, Naples, with 188 million bottles and Rome, with 177 million bottles.



Bottura's "politics"

"We're getting ready for the World Week of Italian cuisine in November. The program is excellent and Bottura will be the absolute star. We truly thank him for believing in the project", said the Minister of Agriculture Maurizio Martina yesterday at Palazzo Chigi, where Premier Renzi also honored Bottura for the number one position in the ranking of "The World's 50 Best Restaurants 2016". And also because Bottura has called attention to the role of the modern chef through multiple social issues, like food waste and the value of agriculture in the kitchen. The experience at the Refettorio Ambrosiano food kitchen in Milan will be replicated in Rio de Janeiro, in Brazil. "Life has given me everything, now it's time for me to give to others", Bottura added.

Report

Wine, food & philosophy

The new "Master in the Philosophy of Food and Wine", by Intesa Sanpaolo, ISWA- Italian Signature Wine Academy and the Università Vita-Salute San Raffaele in Milan will prepare future wine managers to think about, narrate and enhance Made In Italy products, with a multidisciplinary approach: philosophy, ethics and esthetics, anthropology, history, art and more, with teachers like Massimo Cacciari, Philippe Daverio, Davide Oldani, Italo Zannier and Attilio Scienza, among others.



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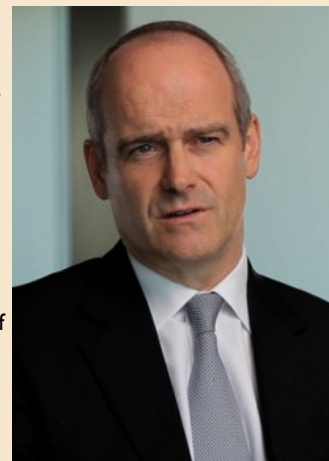
Wine trade up in 2016: Italy, too?

World wine trade started out quite well, to put it mildly, in 2016. In the first three months of the year 7.5 million hectolitres were traded, for a total of 3.7 billion dollars, up 5% in volume and 6% in value over 2015, revealed WineNews over data contained in the latest "Corriere Vinicolo - Unione Italiana Vini", report called "Wine by Numbers" that analyzed only bottled wines, sparklings excluded, on all the main markets in Asia, America and Europe. Sparklings, on the other hand, did even better than that in the first quarter of 2016 at a global level, reaching 831.000 hectolitres (+10% on 2015) for over 630 million dollars in value (+7%), mainly due to the more mature markets like the UK and the US- Italy, instead is running on two different levels, one might say. In the first quarter of 2016, 261.46 million litres of bottled still wines were exported (4,9% less than in 2015), for 894.49 million Euros (0,6% less), and at an average price of 3.42 euros per litre (+4,5% year-over-year), and 67.79 million litres of sparkling (+26,1% on 2015), for 229.70 million euros (+21,4% year-over-year), at an average price of 3.39 Euros a litre (3,8% less). Therefore, while still wines are going down in quantity but up in value, the sparklings continue to soar, driven, as is almost customary nowadays, by Prosecco. In the US, Italian wines were down 3.3% in volume (60.72 million litres), but went up in value (+2,7%), at 260.74 million Euros. In Germany, they dropped 6.2% in volume at 60.96 million litres, and value followed suit (-4,6%), at 167,44 million euros, but Great Britain was the worst: 20,1% less in volume, at 33.19 million litres, and 16% less in value year-over-year, to 74.35 million euros. China is getting closer, but as a market is still far away from being considered a reference point, with 5.45 million litres exported, 34.9% more than Q1 2015, at 17.78 million euros (+22.4%). Numbers for Italian sparklings are instead totally different. In Great Britain, sparklings grew 38.4%, at 20.19 million litres, for 67.04 million euros in value, but France was the big surprise: +381,2% in volume in the first quarter, at 7,94 million litres for 9.57 million Euros (+82,9%).

Focus

Alibaba opens the door to Italian wine

Jack Ma, owner of Chinese e-commerce giant Alibaba, promised to become an important partner for Italian wine when he was at Vinitaly this year. And the Global President of the company, J. Michael Evans, who was here in Chianti to test the waters, so to speak, before their virtual wine festival "9/9" next September, confirmed the commitment to WineNews. Evans is far from a rookie when it comes to the wine world: "I have been collecting wines for decades, since I bought an Italian winery together with two friends. We drank wines I had never heard of before, but they were all excellent, which is one of the amazing things of Italy. There are a myriad of small producers that create excellent wines. It is one of the mysteries and strengths of Italian wines. I think that "9/9" will have a great potential since Chinese consumers' tastes have been changing for the last 5-10 years and going more towards international and Italian wines. We want to bring them the biggest variety and choice possible. Our 9/9 event, I hope, will be a catalyst to change the perception of Italian wine and create a new narrative in terms of quality and variety", concluded Evans.



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MONTEFALCO SAGRANTINO



Wine & Food

In Italy, Nutella and Parmigiano are equals to Amazon and Google

Just like everyone else the world over, Italians are always connected to social networks or technological platforms or e-commerce. One thing, though, sets them apart, and that is food. Food is sacred to Italians (just think of the enormous success of "Made in Italy" food products throughout the world). This is the snapshot taken by the Ipsos survey "The Most Influential Brands" in 21 countries that revealed the most influential brands for Italians. And they are, in order: Google, Amazon, Facebook, Samsung, Nutella, Microsoft, eBay, Apple, Parmigiano Reggiano and YouTube.

For the record

2 million hectares of organic farmland in Italy

Italian agriculture has converted to organic production and today boasts 2 million hectares of cultivations, with average sized companies of 50 hectares each and 74% of these have

been on international markets for more than 5 years. The market value, in Italy, is 2 billion euros and organic cultivations is 8% of the total national, revealed Confagricoltura.

