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# Italian Weekly Wine News.it



Issue 25 - Mar. 25th, 2012 (Vinality 2012 Special Issue) - Expressly for wine lovers, professionals and opinion leaders the world over  
Registration number 709, Courthouse of Siena, March 31st, 2001 - Editor-in-chief: Alessandro Regoli

## News



### IOWV's global ID card of wine

The latest data coming from the Organisation Internationale de la Vigne et du Vin paints an interesting ID card for wine at a global level, as Federico Castellucci, its general director, told Winenews: "We have fewer surpluses, that are balancing things out with a growth of global consumption, due to "new" consumer countries. Exports keep on growing: 96 million hectolitres in 2010 became 103.5 in 2011, and this confirms that consumption is spreading geographically, both because there are new consumer countries, and also because for great producers like France, Italy and Spain exports are not only a matter of prestige, but a necessity".



### Operawine, a good start

Operawine was a success, having been "blessed" by the decision of both partners - "Wine Spectator" magazine and Veronafiere - to stay on a path that can only be beneficial for Italian wine. A sector whose entrepreneurs are currently without institutional support from the day the Institute for Foreign commerce was shut down (and still has to be "resurrected"), just to name one. But those same entrepreneurs have a close ally in Vinality, with all its initiatives both domestic and foreign, and with promotional events such as yesterday's grand tasting, which no doubt help create an international "buzz". And since a new record was set by Italian wine exports in 2011, with a record 4.4 billion Euros in value, might as well try and break it straightaway, like true champions can do...

## Report

### Law on fake products "to come soon", Minister Catania says

Italian Minister for Agriculture Mario Catania was among those present at the opening ceremony of Vinality 2012 today, and he was predictably targeted by a swarm of questions from the press. Many of those focused on an oft-rumored law against "Italian sounding", counterfeited and fake products, and Minister Catania answered by announcing that the law might come "very soon", with a first draft to be proposed to the Italian Parliament in the next two to three weeks.



## First Page

### Wine companies "optimist", Mediobanca says

According to the yearly survey on the wine sector made by the study center of Mediobanca, one of Italy's oldest and most important investment banks, 2012 begins on a good note: the survey was conducted on 107 companies, taking into account their 2006-2010 budgets, and integrating them with interviews on 2011 and with their expectations for 2012. 93% of the companies that were surveyed do not foresee a drop in sales: 59% are optimist, with growth expected to be over 3%, and 34% of them feel stable (with a growth in sales between 0 and 3%); 3% of them expect a small drop in sales (between 0 and -3%), and only 4% expect a drop in sales greater than 3%. Good results should come from exports as well: 94% of surveyed companies expect to grow in 2012, with 55.7% expecting a growth higher than 3%. Italian sparkling white winemakers are particularly optimistic: 94% predict growth in 2012, and 50% of them forecast a growth in turnover of more than 3%. The first 2011 balances, furthermore, show a growth in sales of 9.2%, with a remarkable growth abroad (+11.5%) and a smaller but still noticeable growth in Italy (+7.1%). In 2011, sales abroad grew 15.6% compared to pre-crisis levels (2008), as well as domestic sales (+3.8%). 93.6% of surveyed companies saw their turnover grow, and 68% of them estimate that growth to be higher than 5%. Mediobanca's survey also points out an encouraging trend: top-tier labels (representing fine wines, Doc and Docg wines) are growing - they were 44.5% in 1996, and are 52.5% in 2012. As far as turnovers are concerned, the top players are spearheaded by the Cantine Riunite-Giv group, with 500 million Euros (+11.4% in 2010), with Cavivo following at 247 million Euros (+0.3% over 2010). Third spot for Campari's wine branch, with a turnover of 185 million Euros (+5.8% over 2010), and fourth for Marchesi Antinori, with 153 million Euros (+8.9%). Then come Cavit, with 151 million, (+11.3%), Fratelli Martini with 150 millions (+8.7%), Mezzacorona with 148 millions (+2.6%), Zonin with 126 millions (+19.3%), Giordano Vini with 118 millions (+2.6%), Enoitalia at 95 millions (+21.1%) and Santa Margherita with 95 millions (+5.8%).

## Focus

### Employment rising in the world of wine

Many aficionados and wine lovers crowded Verona for the opening day of Vinality, Italian wine's most important fair. And some of them might decide to "switch sides", so to speak, and end up working in the sector - because together with turnover, employment rates are the telling signs of the state of health of an industry. Italian wine's domestic market is holding, and exports in 2011 reached a record 4.4 billion Euros in value: and jobs have risen as well, growing 1.7% from 2006 to today (even if a small drop of 0.5% was registered this year), compared to a beverage industry whose jobs dropped 2.5%, and a -5.1% for manufacturing on the whole. All this confirms a trend that we have been pointing out for a while now: Italian wine is a sector that has a very important effect on employment and jobs at a national level, and both for regular employees and freelancers. Along more "institutionalized" roles, such as oenologists, cellarman, vine growers, marketing experts, salesmen and so on, a lot of new professions have been born for freelancing individuals, such as the wine hunter, on the prowl for top-tier clients for winemakers and wine shops, the wine blogger turned wine seller or the "license-saving" wine driver.



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## Wine & Food

### Spain is the world's biggest vineyard, with 1.3 million hectares

Spain is the vine growing queen of the world, with 1.302.000 hectares of vineyards (-5% in 2011 over 2010), followed by France (807.000) and Italy (786.000), both with a drop of 1%, says the IOWV. Turkey is next among the world's vine growers, with 500.000 hectares (-1%), followed by China with 495.000 (+1%), and the U.S., with a stable 405.000 hectares. At a respectable distance come Portugal (240.000), Argentina (218.000), Chile (202.000), Australia (174.000), South Africa (131.000) and Greece (111.000). In 2011 "vineyard world" totaled 7.495 million hectares (-1.2% over 2010).

## For the record

### Arturaola named "communicator of the year"

Charlie Arturaola, renowned Uruguayan sommelier and wine educator - not to mention main character of a very interesting film on wine, Nicolas Carreras' "El

Camino del vino" (2010) - has been crowned "communicator of the year" by Veronafiere, on the eve of the 2012 edition of Vinality, Italian wine's most important yearly event.

